PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York

Vol. CXXVIII, No. 8 New York, August 21, 192

100 COPY



"By their fruits..."

THE garden of a boy's mind is constantly being sown with ideas. Avid of suggestion, he welcomes every mental morsel that comes his way. As he is taught to react so is his manhood determined.

For twenty-five years, come this November, The American Boy has been helping boys to tend their mental gardens. To-day, through its especially prepared stories and articles, peopled with real boys and real men, half a million future citizens are gaining the balance and perspective by which they will judge and be judged in manhood.

Bringing new fields under the cultivation of The American Boy is a privilege of which we are truly proud—and a responsibility which we fully appreciate. For there's no greater or finer task than the making of good Americans.

That the circulation of The American Boy has grown to be the largest in the boy field during our twenty-two years' association with its publishers is a twofold cause for gratification. Not only does it demonstrate the soundness of the advertising principles originated by Advertising Headquarters, but, also, it justifies the confidence which The Sprague Publishing Co., of Detroit, have placed in our ability.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



"-a very valuable advertising medium in Greater New York"



"NO MEDIUM CAN TOUCH THE The very best evidence of A. Stein & Co's opinion of Interborough Subway and Elevated Advertising lies in the fact that they have already used it for nearly 10 years and are scheduled to continue for many years to come.

Obviously, Interborough Advertising is "stretching" Paris Garter and Hickory Supporter sales in Greater New York!

INTERBOROUGH Subway & Elevated Car Card & Poster

ADVERTISING

UNION ARTEMAS WARD, INC. NEW SQUARE ARTEMAS WARD, INC. N. T.

Issu Pub June

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PRINTERS' INK

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Vol. CXXVIII

NEW YORK, AUGUST 21, 1924

No. 8

Hidden Factors in the Sale

A More Careful Analysis of All Influences on the Final Sale Will Help Many Manufacturers

By Roy Dickinson

THE president of the company sends for the sales manager to ask him what has happened to sales on model sixteen. "After a good season's start, sales just seemed to stop dead. What is the matter?"

he inquires.

The sales manager apparently has his advertising tuned in with his sales efforts like the parts of a jig-saw puzzle. His men are on their toes. Dealers are co-op-The executives are so erating. close to the business that they are prone to blame the catalogue cover or the German mark or the Federal Reserve Bank or something that is either a detail in the business or outside of its control. Many a general manager has become discouraged; many a sales manager has lost his job because he was unable to discover in time the hidden factor in the sale. The hidden factor may be anything from a new buying habit on the part of the consumer to a man in an organization or connected with it who seems to have no possible bearing on the ultimate purchase and yet whose word makes or breaks the sale. Like the famous sunken road at the Battle of Waterloo these hidden factors often wreck the best laid plans of business battles. A few recent incidents from real life will illustrate.

don Omnibus Company operating a fleet of thousands of busses. These big double-deckers which are driven at a high rate of speed over streets that are often wet, needed his product badly. He put his selling proposition, with all the reasons available, up to the purchasing agent, vice-president and some five other men in the organization, all of whom have something to say before a purchase is made. He seemed to convince each man.

Yet something seemed to be holding back a sale which would run into real money. He went back over the ground and again interviewed each one of the men. He wrote letters. He telephoned. Then finally when the sale seemed to have come to a dead standstill he found out the hidden factor.

The Chief of Police of the City of London was the man who had the final "yes" or "no." As protector of the public against traffic this Chief of Police, it appears, had a definite prejudice in his mind against the new type of tire -for it was a tire which the American was trying to sell. He believed implicitly that such tires. while they might eliminate skidding, would throw stones and other loose objects in the faces of pedestrians and thus cause a great deal of damage. the stoniest and most thickly populated streets of London was finally selected as a demonstration place. The Chief of Police and two of his men were taken

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A man who is a super-salesman has been to Europe to sell an automobile accessory to the Lon-

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there. A more stringent test than any which would occur in actual usage was staged. The man who had the final say was finally convinced that his prejudice was unfounded. The big sale was made.

The moral is that all the selling ammunition can't be directed at one man or a small group of advertising efforts seemed to fail as a stimulant. The vice-president of the company finally got tired of having conferences about his sales and advertising and boarded the first train to a small town up-State. He was on a still hunt for the hidden factor that was stopping sales. After about

four visits in a small town he located the trouble. He found the hidden factor.

The cheeses sold well at the start, but didn't repeat. He went from the re-tailer's store into the homes of the town, and there it was—the hidden factor. family of three after eating of his type of cheese once or twice had nearly half a cheese left. The large size meant that the family had either to consume the remainder of the cheese after their cheese "hankering" had temporarily been satisfied or else waste perfectly good food.

A new package was made, of smaller sizes in different types of cheese which up to that time had been buyable in large sizes only. The product was changed to fit the findings of the vice-

president. When the company told the public about the change, the obstacle to progress was removed and sales started again on an unmistakable up-curve.

It is well to keep in close touch with the consumer. A quick change in buying habits has wrecked many a carefully planned campaign.

ш

One of the hidden factors of many a manufacturer's sale in my home is a combination nurse and up-stairs girl who is very neat about pieces of paper. Recently it was a coupon for an automatic



HUNTING novedays means travelling from on "Keep Off" sign to another—or pretty nearly that More posted property means less sporting goods less ness for you. Only one-quarter of available huntin grounds in this country is left open to shooters. The

This problem is your problem as well as the sportman because it vitally affects your business. But it can be solved with your co-operation.

Write du Pont for a plan to open up posted property to the ebooter. Just sey, "Bend me full information en the Hanting Posted Property Campaige." You'll get the plan in book form, a window display and other ad-

> L. L. DU PONT DE NEMOURS & CO., In Spering Provice Division



THE HIDDEN FACTOR IN FIREARMS SALES IS MADE AN ADVERTISING TARGET IN DU PONT'S DEALER COPY

men. Every factor must be searched out. All possible factors in the final sale must be covered.

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A manufacturer of a certain type of cheese had an excellent product which sold successfully in restricted localities. He branched out. An advertising and sales campaign was started in a list of twenty-five cities and sales started on the up-curve quickly and unmistakably. Production was increased. Everything was going nicely and then suddenly some-thing seemed to happen. Sales stood still; increased sales and

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of my nd eat THE H.K. MCANN COMPANY

Advertising



A client of any one McCann Company Office is the client of all.



water heater which she threw away. For the last few weeks she has stopped another manufacturer's sale. This manufacturer is one of those people who frequently takes big newspaper space and uses a coupon. He is selling something for an automobile which sounded so good to me that

man advertises only semi-occasionally the matter of his sale to me has become a race between me with my scissors, check book and the necessary two-cent stamp, and the neat up-stairs girl with her sense of duty and strong ideas about clean tops of chifforobes. It pays to keep advertising con-

sistently if advertising is to be tied closely to sales. There comes many a night under the reading lamp when husband and wife look in vain for the advertisement of something they both remember having seen in the past.

IV

Then there is the Du Pont Company with a hidden factor in its sale of powder to sportsmen. hidden factor, it is true, is so open that it can be seen by every man who has designs on the lives of red squirrels, crows, weasels, foxes and other animals which are supposed to hurt the farmer's crops more than they help. But it is the sort of a hidden factor which is often overlooked by the men too close to the busi-Du Pont is ness.

hitting this hidden factor right between the eyes in its new copy to sporting goods dealers. copy explains that only quarter of the available hunting grounds in the country is left open to shooters, that hunting today means traveling from one "Keep Off" sign to another. Dealers are invited to send for details on the Hunting Posted Property campaign which is said to make the sportsman the farmers' ally, and which incidentally will increase sales for all sorts of shooting implements. The campaign for the Savage and Stevens firearms was designed to overcome a somewhat similar hidden factor. In (Continued on page 153)



ADVERTISING IN THE ABOVE MANNER IS MEETING SQUARELY THE POOL HALL REPUTE OF BILLIARDS

I clipped the coupon the last two times it appeared, which were at intervals of three weeks. I put it carefully on top of my chifforobe. I fully intended to mail it the next day with the necessary \$2.50 for enough of the preparation to try out on my hood and fenders to show me that it would make my car look like a new one, which heaven knows is needed. I have been told that I must not litter the house with various artifices which I see advertised and immediately send for. Perhaps the neat up-stairs girl is in league with the wife. Be that as it may, those coupons were carefully and scrupulously thrown away, destroyed, entirely lost. Since the

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ELEVENBILLION DOLLARS TO SPEND

If you know which side your bread is buttered on, Mr. Advertiser, you will investigate the home grounds of these eleven billion dollars, and find out where you come in on them.

According to the New York Evening Sun, the increase in the value of this year's crops over last year's is eight hundred million dollars.

Or, more plainly, the value of this year's crops is estimated at eleven billion dollars.

The effect of this spectacular increase is already reviving business to a gratifying extent because of the enormous purchasing power of farmers and their families.

Now, Mr. Advertiser, here is where you come in:

36% of the circulation of "THE AMERICAN NEEDLEWOMAN" is located in the small towns and rural districts where this prosperity is the greatest. The readers of "THE AMERICAN NEEDLEWOMAN" are, therefore, now ready and eager to buy more of both the necessities and the luxuries of life.

Here—in just the districts where "THE AMERICAN NEEDLEWOMAN" circulates most heavily—are eleven billion dollars to be spent.

If you have anything to sell to 657,737 small town or rural home women, now is the time to do it, and the place is, unquestionably, in

THE AMERICAN NEEDLEWOMAN

657,737 home women read and use The American Needlewoman

William F. Haring, Advertising Manager 270 Madison Avenue New York City

W. H. McCurdy, Western Manager
30 North Dearborn St. Chicago, Ill.

Some Vital Reasons for Pushing **Specialties**

Pay Salesmen's Expense, Gain Interest from New Dealers and Strengthen Ties That Hold Old Dealers

By K. G. Merrill

Vice-President, M. B. Skinner Co., Chicago

HERE are perhaps very few retail businesses that do not handle what could be called staple stuff, and what could be roughly designated as specialties. Staple stuff usually carries a low margin of profit and depends upon a conor pront and depends upon a con-stant demand and quantity sale for its justification. Specialties usually sell at fixed retail prices with a high profit-margin to compensate for their smaller turnover. Every dealer, whether he sells groceries, plumbing supplies or dry goods, likes the high profit in specialties, but many do not realize fully the potentialties in their

It is the writer's opinion that specialties create new business and hold old business. Consider a salesman calling upon a certain class of retail trade—it is too much to expect that he is selling every possible prospect in his territory. There is sure to be a certain percentage whom he has found unapproachable. When he goes in to see them, their eyes take on a far-away look and they usually come across with that sparkling gem of originality, "Leave your card and if anything comes up, we'll let you know." Naturally, as time goes on, he finds himself calling less and less on these difficult customers, yet he knows that they are buying constantly. What is the matter with them? He is boring these men. His trouble lies in not interesting them. That sounds rather rough, yet who can dodge the truth? If a man won't listen, he is not being interested. If he is being interested, he will listen.

How can that salesman secure the obdurate customer's attention? No one likes to be dull, and the cure does not lie in correspon-dence courses in "How to Develop a Personality That Pleases." nor in wearing striped neckties on rainy days to cheer up gloomy buyers. The answer is much too simple for that.

The key lies here-to the average man old things are tiresome. new things are stimulating. Staples are "old stuff" to the average customer, specialties are new. The conclusion is obvious—talk specialties. They stimulate the customer's imagination and create enthusiasm not only in him but in the salesman. That is the peculiar thing about it. The salesman finds that he really has something to talk about. It is not a question of how much sugar, how much belting, or how much grease he can sell the customer today, but rather a query, "Have you seen this little device? It's a wonder. Let me show you some of the things it will do."

SPECIALTIES BEGET ENTHUSIASM

As an illustration of the power of enthusiasm, I like to point to the hawkers selling toys upon the streets at Christmas time. Poor old birds; most of them got a very poor start in life, but they have the divine sparl; of enthusiasm and how they do sell the stuff! They are selling specialties, they warm up to their subject. they create enthusiasm in the buyers and their sales are made.

To get back to our subject: in carrying a high margin of profit, specialties pay the salesman to go out of his way to develop new trade. This is an answer to the man who says he hasn't time to look after all the old grouches in his territory. After all, time is The salesman has time money. for anything if by devoting his time to it he can make money. Specialties make money. By de-

"LITTLE OLD NEW YORK"— BIG BROOKLYN

Do you realize that Brooklyn has a population larger than Manhattan? Some advertisers believe they can cover Brooklyn by using New York papers. Their number is growing less each day. Each locality demands its local as well as general news, and Brooklyn papers give readers local news not to be secured in any other mediums.

An advertiser in a Brooklyn newspaper is able to advertise directly to as intelligent and prosperous a community of homes as exists in the entire world.

(Poor Bob's Almanak)

You can never be wrong when you advertise to the home.

R. S. R. Shortines

voting himself to the sale of them and developing new business, he is constantly disposing of items of sufficient profit to compensate the house for time spent and to add to his own personal profit. But a even bigger consematter of even big quence is involved. Once the obstinate customer has bought a specialty, his name is on the books of the house and it is not nearly so hard to sell him next time. The door is open for the sale of

staple commodities.

Now let us turn to the customers of whom the salesman may say he is selling practically everything they use. How do specialties fit in with them? Naturally they add to their volume of business. Unlike staple stuff, the opportunity of selling specialties is not confined by demand. Customers can tell offhand whether they need any valves, belting, or what not, but they cannot say that about specialties until they have seen what the specialties will do, what they are for, and how they are used. There is never any demand for specialties. They always have to be sold, and in the case of an old customer, the process of selling constantly rekindles the feeling of respect and goodwill that make him your customer while the high margin of profit becomes all the higher with the reduced overhead of selling a regular customer.

Nowadays all retailers, in fact all business men, are appalled by mounting cost of selling goods. When it is considered that the average specialty carries profit that will actually pay a salesman's expenses, letting the staple stuff come in practically free of sales expense, you find another strong argument for sell-

ing specialties.

In my line of business we have a certain tool that sells to powerplant engineers at \$30. It is a specialty, pure and simple. something that has to be sold, but when properly demonstrated it is not difficult to sell. The profit to the dealer on this particular tool is \$10.50. We have many instances where our dealers encourage their men to sell one of these tools a day, thus bringing in a profit of \$10.50 to pay the salesman's traveling expenses day by day. Specialties not only pay their own way but also a large share of the expense in disposing of

other commodities.

The advantages of pushing specialties are not to be measured in immediate profits only, ties almost invariably perform some real service, work some short-cut, save money somewhere to justify their relatively high price. They take the place of more expensive staple stuff or keep existing equipment in use which otherwise would be dis-carded. Thus the dealer is giving his customers a definite service in selling specialties to them. Customers whose bills have been reduced by the use of these unusual devices are grateful, and as new specialties are brought to their attention, they begin to look on the dealer as a wide-awake man indeed—hence when they have something out of the ordinary to buy, they send their requisition to that dealer first, reasoning that he can fill it if anyone can.

As a last word let me say that the very act of getting into the habit of selling specialties develops a degree of salesmanship in the salesman that he has never attained before, makes a better man of him, makes him more interested in his work, and above all, more interesting to his customer.

New All-Steel Motor Car Body Advertised

National magazine advertising in full pages is being used by the Edward G. Budd Manufacturing Company, Philadelphia, to introduce Budd All-Steel motor car bodies to the consumer. Illustrations are used showing the Leviathan, a ship of steel, the Twentieth Century Limited, a train of steel, and a car equipped with a Budd All-Steel body.

Lorillard Appoints Lennen & Mitchell

The P. Lorillard Company, Inc., New York, manufacturer of cigars, cigarettes, smoking and chewing tobacco, has retained Lennen & Mitchell, Inc., New York, advertising agency, as advertising counselors on several of its brands. e a

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He was itching for action...



... but the Book of Facts said-"Not Yet!"

ACERTAIN manufacturer of a high grade specialty thought he was ready for bigger things.

His product was right. Sales were climbing. The market was growing. He was itching for action.

But wisely he asked another court to sit in judgment. A field investigation was immediately ordered among consumers and dealers. This gave him a Book of Facts on marketing conditions that opened his eyes. Deductions and conclusions were drawn from these facts culminating in a definite program of things to do and not to do.

This Richards Book of Facts strongly advised against advertising until other and greater problems were settled. Now this manufacturer is building toward the day when he can advertise—and advertise profitably.

It is our experience based on numerous investigations covering a variety of products that no manufacturer should sit in lone judgment on his own marketing problems. Always, have we found the need of the fresh, unbiased, outside viewpoint—backed in its judgment with cold facts.

Our new book "Business Research" will be forwarded to executives who are "itching for action."

JOSEPH RICHARDS COMPANY, Inc. 253 Park Ave., New York, N. Y.

RICHARDS "Facts first—then Advertising"

Hidden Demonstrators to Be Tagged

THE agitation against "hidden demonstrators," started by PRINTERS' INK last December, has at last borne fruit. In a letter dated Augsut 1, which The American Manufacturers of Toilet Articles is sending out to stores it is announced that hereafter "hidden demonstrators" will bear a conspicuous badge, giving the information that the sales woman is in the employ of the manufacturer whose goods she is demonstrating.

The whole subject of the "hidden demonstrator" and the giving of "P M's" by manufacturers to retail saleswomen was considered by the association at some length at its annual convention held in New York last April. The gist of the meeting was that the "hidden demonstration" is as great an evil as it has been pictured, and that something should be done to stop this unfair method of competition. The badge idea recently decided upon is a result of the consideration of the matter started at the April convention.

While the adoption of this badge plan is undoubtedly a step in the right direction, it only partially minimizes the objection to the "hidden demonstrator."

Closely allied to the unidentified demonstrator evil is the "P M" evil. The giving of push money is now flourishing unabated. Tagging the demonstrator will not remove the "P M" objection. Neither will the badge overcome the more serious objection to the "hidden demonstrator" which PRINTERS' INK has steadily pointed out. It is this: Most of the manufacturers who employ hidden demonstrators use practically their entire advertising appropriation in furthering this plan. As a rule they do very little regular advertising. "hidden demonstrators" which they employ work almost all together in large stores, especially department stores. At the most this consists of only a few hundred

retailers. In other words, these manufacturers place their entire advertising appropriation at the disposal of the few large retailers, and do nothing at all to help the 50,000 independent small retailers to sell their goods. It certainly is not fair for these manufacturers to give most of their advertising co-operation to a few big stores.

Steamship Account for N. W. Ayer & Son

The Matson Navigation Company, San Francisco, which operates a line of steamships between San Francisco and Hawaii, has placed its advertising account will be handled through the San Francisco office of the Ayer agency.

G. J. Palmer Leaves Houston "Post"

G. J. Palmer has resigned as associate publisher of the Houston, Tex., Post which, as previously reported, has become the Post-Dispatch. He had been vice-president of the Houston Printing Company, publisher of the Post for thirty years.

Butterick Advances J. R. Whitmore

J. R. Whitmore, who has been with the New York office of The Butterick Publishing Company, has been appointed New England manager of its publications, Good Hardware and The Progressive Grocer. His headquarters will be at Boston.

Hewes & Potter Account for Batten

Hewes & Potter, Boston, manufacturers of Spur ties and Bull Dog suspenders, garters and belts, have appointed George Batten Company, Inc., as advertising counsel. Plans are now being made for a fall advertising campaign on these products.

Made Advertising Manager of "Judge"

Don D. Miller, recently with Ruggles & Brainard, Inc., in the Detroit territory, has been appointed advertising manager of Judge, New York. He was formerly with Life and The Conde Nast Group.

Ice Cream Account for Barton, Durstine & Osborn

The Hoefler Ice Cream Company, Buffalo, has placed its advertising account with the Buffalo office of Barton, Durstine & Osborn, Inc., advertising agency.

To sell a book—

There is no better place to sell books than in the Boston Market. The per capita expenditure for books is \$1.50 in Boston—as against 45c for the country at large.

To a great extent this showing is due to the Wednesday and Saturday Book Section of the Boston Evening Transcript, which for extent of review and reader interest is unequalled.

In recognition of this obvious superiority, publishers during the six months ended June 30, 1924, placed 101,785 lines of advertising in the Boston Evening Transcript—and only 61,109 lines in the second paper.

And bear in mind that people with money for books have money to satisfy a host of other wants.

Boston Ebeniug Transcript

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO. San Francisco Los Angeles

Things are moving

in the

TRUE, next November the "over twenty-one" portion of the population is going to exercise its franchise, but that's no reason why business equilibrium should be disturbed....and it isn't, here.

In the Chicago Territory, living goes along about as usual, only more so, as banking activities show. And why not?.... There's nothing about a "Presidential Year" that curbs the appetite, prohibits recreation, or prevents hosiery from wearing out at the heel.

Chicago Herald

NEW YORK: 1819 Broadway

... along nicely

Chicago Territory

INDUSTRIAL smoke stacks are hot, the building trades have a big order to fill, farmers are smiling, retailers are busy, and there's money in the bank.

What a market!

And in this market the Chicago Herald and Examiner is read by over a million families every Sunday.... There are sales for you!



Circulation Is Power . . .
"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Menadnock Bldg.

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Advertising Costs per Sale

Advertisers who check up on results remain in business and grow. Such advertisers don't buy mere areas of space, nor mere numbers of circulation. They buy advertising effectiveness as measured in returns upon their advertising expenditures.

With them advertising is an investment; they advertise in the mediums that most effectively reach the greatest number of financially competent consumers in any given community—and they judge effectiveness by results.

That is why The Chicago Daily News, year by year and by increasing margins, leads the Chicago daily newspaper field in the volume of display advertising printed. In the first seven months of 1924, for example, The Daily News printed 8,873,042 agate lines of display advertising—a gain of 199,136 lines over the same period of 1923—as against 6,766,953 lines—a gain of 65,515—published by its nearest competitor, a morning newspaper.

The 400,000 circulation of The Chicago Daily News—approximately 1,200,000 daily readers—is concentrated 94 percent in Chicago and its nearby suburbs. Moreover, the circulation of The Daily News is a home circulation, and it enters into the daily life of the great majority of financially competent households of its community.

These are among the "reasons why" it is favored by experienced and successful advertisers.

The Chicago Daily News

First in Chicago

How Can We Get the Dealer to Do Things Our Way?

Use Applied Psychology and Lead Him to Think Idea Is His, Advises Ralston Purina

By G. A. Nichols

RETAILERS, as the Ralston Purina Company of St. Louis sees them, are divided into these three general classifications:

The self-starters.

The ones who will go after

being cranked up.

Those who have to be towed. All are necessary at some place or other in the distribution scheme of the Ralston Purina Company just as they are with any other manufacturer. Every producer of merchandise prefers the self-starting retailer as his point of contact with the consumer. But he often has to take his chances with the second raters or even with those who must be towed. means he has a big job of dealer development not unlike that of a teacher who must deal with various grades of mentality ranging all the way from razorlike minds down to the stupid dunce.

The Ralston Purina Company, producing, in addition to flour and breakfast food, a general line of stock and poultry foods-"chows" as it calls them-deals mainly with feed stores. Inasmuch as this class of store gets most of its business from farmers it is indeed an insignificant community that is too small to support a flour and feed store. The merchandising ability to be found here, however, is, to speak charitably, not of a particularly high order, although there are many outstanding flour and feed dealers well entitled to be listed under the first classification named. But the general character of its trade is such that the company has more than its fair share of difficulty in making dealers see that its way is the only right way. Or rather it did have this difficulty until it put into effect its present plan.

Ralston Purina after having had abundant experience in deal-

ing with the three classes of retailers finally became convinced that the fatal flaw in many a workable scheme of dealer development is in leaving the matter of execution largely to the dealer's own judgment. He is permitted to adapt plans to his own needs. This naturally has to be in a measure because no two stores are the same. But in the process of adaptation the dealer often drops out salient features of a plan in a way that robs it of a good part of its usefulness. In getting its retailers to accept and use its entire plan-to do exactly as it wants them to do, in other words the company uses an interesting principle of psychology that works out in many things besides retailing. This is to cause them to think they are really the instigators, if not the originators, of the various ideas the company wants them to carry out. Get a man to think he has done a thing and he will be for it-quite the opposite of his probable attitude if you persuade him to accept and presumably execute your idea as such.

PERSONAL PRESENTATION

The Ralston Purina Company has worked out the thing in a way that not only causes the dealer to follow its directions faithfully, but to handle no competitive feeds, and when he agrees to do this the business-getting plan is given him as an exclusive proposition.

Properly to get the plan before the dealer and to give him the idea that he is the real force behind it, the company presents it

personally.

The presentation is made at what might be called a convention of retailers. A representative of the company—perhaps Edward

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T. Hall, secretary - appears at some central point after having previously arranged with dealers from the surrounding towns to meet him. The "convention," let us say, is held at Topeka, Kans. When the date for the meeting is settled upon, Mr. Hall writes to Ralston Purina customers in Topeka and in the other towns conveniently near and tells them he wants them to come and hear about a proposition that will greatly increase their sales at little increase in selling cost. Topeka being a good-size town, sev-eral dealers from there may be invited. From each of the smaller towns only one dealer is asked. At first sight the method may seem somewhat far-fetched in that instead of taking the message directly to the dealer, he is asked to meet the company half way. But so great is the eagerness of dealers these days to hear about methods of increasing their business, that the response to the invitation is in some districts practically 100 per cent. There is a great deal of difference be-tween trying directly to sell a dealer something and showing him how he can sell it.

In the hotel, or wherever the meeting may be held, the message is staged with a sufficient touch of vaudeville to make it entertaining as well as interesting. After his audience has assembled Mr. Hall goes up in front and puts on overalls and jumper and a checkerboard cap, announcing that he is appearing in the char-acter of "Checkerboard Charlie." This invariably gets a laugh. The idea, far from being mere buffoonery, is deliberately worked out to give the retailers the impression that here is an individual, the direct opposite of the high-hat type, who is ready to talk with them

in their own language.

Mr. Hall then arranges his stage "settings." These consist principally of a flour and feed store, a couple of residences perhaps and some farm buildings—all of the large-size doll house type.

Checkerboard Charlie then

makes a little speech with a considerable bit of humor thrown in. telling of the plan by which the dealer can increase his sales. This consists of his use of a checkerboard store sign. checkerboard truck and checkerboard road signs and posters. The checkerboard idea is to give the store individuality and identity as a handler of Ralston Purina products, the reason being the same as that which causes Woolworth to use red on store fronts, and Kresge to use green.

DEALERS GUESS THE PLAN

After he gets a little way along in his speech he points to the store over the door of which is a large sign bearing the name of William Jennings, but saying nothing about the things Mr. Jennings is supposed to sell. He inquires who in the audience has a suggestion to make as to the way in which Jennings could advertise Ralston Purina "chows" and at the same time improve the appearance of his store. Some dealer, and perhaps several, will suggest that the store should have one of the checkerboard signs that has been described.

Checkerboard Charlie thereupon puts the sign in place—an effective thing identifying Jennings with the sale of the company's goods. What next can be done with

similar objects in view?
"Put in that window display,"
somebody is sure to suggest.

The miniature window then is fixed up with some small cutouts and other things giving a definite idea of what the company is willing to do in this respect.

In front of the store is a delivery truck supposed to be used by the excellent Mr. Jennings in delivering his goods. How can this truck be utilized for advertising purposes? The obvious answer is that it should be painted in checkerboard style. A little checkerboard truck then is quickly substituted.

From there the exposition goes on to the matter of advertising. Drawing his audience out as to what Jennings should do in an 1924

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advertising way, considering the facilities placed at his disposal by the company, Checkerboard Charlie skilfully has the visiting retailers suggest how Jennings should use road signs, posters, letters and other direct advertising, newspaper space, calendars, poultry books and books on various classes of feeding. As the road signs and posters are suggested they are placed in position. When calendars are mentioned one is put up in a miniature farmhouse which is down the road a piece.

With this sort of setting it is a simple matter for Checkerboard Charlie to picture what he calls "The Purina Story," showing the successive steps taken by a farmer leading him to Jennings' store. There is the checkerboard calendar in his house as a constant reminder and this is supplemented by advertisements in the local newspapers and by direct-mail messages Jennings sends him. As he rides along the road he sees checkerboard signs bearing Jennings' name. Most likely he will pass the checkerboard truck on its way to make a delivery. On reaching town his attention is attracted by the checkerboard sign over Jennings' store and the display in the window. The window trim is varied from time to time, some humorous features being introduced. One idea is to have roosters dressed in checkerboard suits parading around the window in their lordly way. If the farmer goes into the moving picture show he sees some checkerboard slides. adding one more link to Jennings' advertising chain.

DEALERS SELL THEMSELVES

Usually at this stage, with the pictured story of Jennings fresh in the minds of all present, Checkerboard Charlie instructs his guests to shut their eyes and draw a mental picture of conditions in their stores and towns. What would they do, in the light of Jennings' experience, to improve their stores and to promote sales generally? After two or three minutes' thought of this kind they are invited to open their

eyes. Then pencils and paper are passed around and each is asked to write down what he would like to do and what he thinks he can do to duplicate Jennings' methods and success.

Thus the way is open. The dealer has sold himself. He has expressed himself as to his wishes and plans and in many cases almost believes he has thought the thing through for himself and has hit upon an ingenious sales promotion plan which will make him the envy of his competitors. From this start it usually is an easy matter for the company to get him lined up properly.

The plan provides ways and means for the dealer to give his customers constructive help on problems having to do with feeding and thus build his market through increasing the capacity of farmers to use his goods. There is a complete poultry book and a series of five books covering various aspects of "feeding on pasture." The books are to be mailed to the farmers.

There are also courses of instruction for the dealer and his clerks covering the general problem of animal nutrition enabling them to give intelligent counsel to farmers. There are books, too, covering in a simple way the matter of turnover and other merchandising essentials.

The company and the individual dealer collaborate on the expense of carrying out the plan. The company pays half the cost of painting the dealer's truck in checkerboard style and pays the first fifty dollars on the new store sign. The dealer usually is prepared at least to match the fifty dollars, thus getting an attractive

sign.

The company supplies the posters without charge and the dealer pays the cost of putting them up.

The company writes and mails all sales promotion letters to the dealer's trade and he pays for the postage. The poultry books and other material are mailed on the same basis.

The company pays one-half the cost of ten insertions in the local

newspaper at the starting of the plan and this sometimes is extended by the dealer himself over a full year. Generally speaking, the advertising and promotion material in addition to that already mentioned, is supplied at cost.

The proposition is exclusive. Usually the dealer is assigned a radius of five miles in which he can deliver goods. In cities where necessarily there are a number of dealers the division of "territory" is made arbitrarily on a basis to meet local conditions.

The exclusive feature works both ways. That is to say, the dealer is protected in his use of the plan within a certain district and he in turn must not handle opposing brands of feed.

The plan is significant because, ostensibly thought through by the dealer, it leaves the company in charge of most of the details of its execution. The dealer is constitutionally inclined to become weary in well-doing and to neglect essential things that are bringing him in a profit. In a word the company takes what approximates personal charge of getting its goods into the hands The selling cost of the people. the plan entails is well within the limits of reason. And as to the results, there is no question. One Florida dealer following checkerboard plan in detail turned his stock of Ralston Purina goods thirty-two times last year.

Separates Sales and Production between Two Companies

The Taubel-Scott Company, Riverside, N. J., manufacturer of hosiery, has been reorganized for the purpose of separating its sales and production activities. The company will resume its former name of William F. Taubel, Inc., with Clarence H. Taubel, president. Rufus W. Scott will be relieved of all responsibility in connection with production and, through the Rufus W. Scott Company, will devote himself to the sales end of the business.

Shaving Preparation Account for N. W. Ayer

Hamlin & Adams, Los Angeles, manufacturers of Slick, a shaving preparation, have placed their advertising account with the San Francisco office of N. W. Ayer & Son.

Remmers and Graham Soap Companies Merged

The Remmers Soap Company, Cincinnati, and the Graham Bros. Soap Company, Chicago, have consolidated as The Remmers Graham Company, an Ohio corporation with executive offices and sole manufacturing plant at Cincinnati. The Remmers company was established in 1894 and the Graham company in 1865.

The executive officers of the new organization are:
R. W. Neff, chairman of the board;
M. W. Bingham, president; A. F. Burrows, vice-president; William G.
Schmithorst, treasurer, and R. P.
Spencer, secretary.

Canadian Campaign for Albright Toothbrush

The Rubberset Company, Ltd., Toronto, has developed a marketing plan for the Albright toothbrush in Canada, and will shortly commence an advertising campaign. The Baker Advertising Agency, Ltd., also of Toronto, will direct this Canadian campaign.

Biflex Bumper Account with Green, Fulton, Cunningham

Green, Fulton, Culmington.

The Biflex Products Company, Waukegan, Ill., manufacturer of Biflex automobile bumpers, has appointed The Green, Fulton, Cunningham Company, Chicago, advertising agency, to direct its advertising account.

Minneapolis Candy Account for Batten

The J. N. Collins Company, Minneapolis, Minn., manufacturer of Walnettos and Honey Scotch candies, has appointed George Batten Company, Inc., as its advertising counsel. This account will be handled by the Chicago office.

Straus Brothers Company Appoints Doremus

The advertising account of The Straus Brothers Company, Chicago, investment securities, has been placed with the Chicago office of Doremus & Company, advertising agency.

Advanced by Dominion Oilcloth & Linoleum Company

Frank McGill, for a number of years with the Dominion Oilcloth & Linoleum Company, Ltd., Montreal, has been advanced to the position of advertising manager.

Creosote Accounts with New Orleans Agency

The advertising accounts of The American Creosote Works, New Orleans, and the Savannah Creosote Company, have been placed with The Chambers Agency, Inc., New Orleans.

24

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Philadelphia

Third Largest Market in America Offers great opportunities to alert advertisers.

Three million people, fifty-thousand business places, sixteen thousand manufacturing plants make Philadelphia worthy of the attention of those who would profit by trading with its inhabitants and those of the territory adjacent to the world's sixth largest city.

Four hundred thousand separate dwellings, most of them owned or being purchased by their occupants, present daily needs that run up into big figures.

Alert advertisers are planning their sales efforts now for good Fall and Winter Business. Are you?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-



Net paid circulation for six months ending March 31, 1924-

512,445 copies

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York-\$14 Park-Lexington Bldg. (46th & Park Ave.) Chicago-Verree & Conklin, Inc., 28 East Jackson Boulevard Detroit-C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd. San Francisco-Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924-Bulletin Company)

Lloyd Morris, in his review of Mrs. Edith Wha's la

HE four stes stitute 'Old w' wide popular C The Old Maides should acquired Not to read the to erately deny on elf ance with the fift to our fiction me in many years

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Wha's latest book, in The New York Times, says:

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"The Old Maid" appeared serially, prior to book publication, in

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Do You Sell Household Appliances?

Consistent advertising in The Milwaukee Journal is the surest means of influencing the buying habits of Greater Milwaukee where this newspaper is read by more than four out of every five families.

One section of the new 1924 Milwaukee Journal Consumer Survey gives complete data on the sale and distribution of household appliances among the 132,950 families of Greater Milwaukee. It shows many splendid sales opportunities existing today in the Milwaukee market. For example-102,900 families live in electrically wired homes but only 37% own electric washing machines. The remaining 64,250 families are potential customers for this type of appliance. They should form a profitable market for any reputable and enterprising manufacturer. Have you obtained a copy of this new survey?-The edition is limited!

Thorough coverage of the rich Milwaukee-Wisconsin market at one low advertising cost.



Selecting the Tryout Market

What a Trial Campaign Will Demonstrate—How to Determine the City for the Test

By Frank D. Webb

THE tremendous growth of the advertising business, and of advertising itself, is due largely to the fact that advertising men are showing the manufacturer how to spend his appropriation in a compaign, which is one of the forward steps in advertising in late years, is merely a common-sense method of testing plans before they are developed in a national way.

Advertising plans cannot be worked out with "slide-rule" methods, for advertising is not an exact science; nor can it be classed as such until every possible application of it has been attempted and proved sound or unsound, and until there is no longer any originality, or ingenuity, left in the

world.

Of course certain basic principles in advertising have been established and are known to every advertising man, but the methods of applying these principles are practically unlimited. Some of these methods are bound to be better than others, and one is sure to be the best. The advertising man, or organization, by analyzing such methods in the light of experience and sound judgement, can eliminate plans that hold no promise, possibly narrowing the choice down to the one plan that is destined to prove most effective in accomplishing its object.

Since the most valuable, as well as the most interesting, type of tryout campaign is that which is designed to determine the possibilities of a new product, let us assume for the sake of continuity of thought that we are discussing such a one. The tryout will

demonstrate six things:

1. Whether the product is one that the public wants, and for which it is willing to pay the price

2. Whether the marketing plan is effective in securing quick and extensive distribution. 3. Whether the appeal in the advertising is such as to induce people to ask for the products

4. Whether the plan as a whole may be expected to succeed in other markets, and nationally.

5. What the extent of the campaign must be; that is, how much selling effort and how much advertising is necessary.

6. Whether the plan is economically sound. (Whether the ultimate market will justify the expense involved in developing it.)

Certain minor details, of course, will always call for attention in the tryout campaign, but these are usually matters of routine rather

than plan.

In cases where careful consideration of the plan in its every portion fails to eliminate all except one, it might be sound practice to carry through two or three tryouts in as many markets, simultaneously. As a rule, however, there will be one plan only, and a single market will be sufficient to demonstrate its effectiveness.

FIND AN AVERAGE MARKET

The selection of the market for the tryout is a matter which must have quite as careful attention as the development of the plan itself. A single city will not suffice for every case any more than any city will answer for any case.

Perhaps an example will not be amiss; and let us go to extremes for the sake of emphasis. Suppose we have worked out an advertising and merchandising plan for a manufacturer of umbrellas; it would surely be folly to pick out Phoenix, Arizona—where the mean annual precipitation is but 7.9 inches—for a tryout market; it would be no less a mistake to choose a city where the mean annual precipitation is fifty or sixty inches.

The tryout market should be an average market, where product and plan will encounter no unusual

obstacles—as well as no unusually favorable conditions. If a market can be found that combines all of the features outlined below, it can be considered an ideal tryout market.

1. Compactness, though not necessarily small population.

2. Variety of activities.

3. Average living condition

3. Average living conditions.

4. Average wealth.

5. Average, or nearly average, distribution of population by racial origin.

6. Average competitive condi-

tions.

7. Reasonable proximity to sup-

ply of merchandise.

The virtue of compactness lies in the fact that the market can be more quickly covered, or can be covered by a smaller sales force. Such a market can be quite as conclusive a test territory as one that is spread out over many times the territory, so long as it conforms to the other requirements.

Variety of activities is highly important. A city, for example, that is so largely concentrated upon the production of steel as to be called a "steel town," could never be considered a typical crosssection of the national market than could a "college town" which may owe nearly half of its population to the great institution of learning about which its activities largely centre. The tryout market should have a well-balanced Its factories life. community should produce a wide variety of commodities, with no particular one enjoying a big leadership in Its commercial side should not be dominated by any particular class of business. every way it should hit as close to the average as possible.

A city that makes a boast of large bank deposits, and an unusually large number of savings accounts per capita, is not typical. We should seek a community of average wealth—one that strikes very close to the average national

per capita wealth.

Certain cities have a preponderance of a certain population group, out of proportion to the characteristics of the nation as a whole. The census statistics will show the proportion of any racial group to the national population; where any racial group in a city materially exceeds the national proportion, it is well to eliminate that city from consideration as a tryout market.

As to competitive conditions, we can divide this question into two

main classifications:

1. Competition from nationally

distributed brands.

2. Competition from local brands. Investigation will very readily tell us how many brands of national importance there are in our field. We may also learn how many of these brands are apt to be encountered in a given market, that is to say, what the average number of brands per market should be. Now suppose we find that in a certain city practically all of the big competitors are fighting tooth and nail for leadershipusing more salesmen, more advertising, giving the dealer unusually attractive deals, in order to put their brands at the top of the heap. That should eliminate such a city from our consideration for the time being, unless we find that the same kind of condition exists throughout the country-which is unlikely. It is perfectly obvious that such a set of conditions would make a city unfit for tryout purposes, even though it might measure up to our requirements in every other respect.

The strong local brand is frequently a "storm signal." The manufacturer whose output largely absorbed by the territory immediately surrounding his plant occupies a very strong strategic position, especially in cases where he has the benefit of long-established relations with trade and public. Unless investigation shows that local brands, strongly established, are to be encountered in a majority of markets, the city where such competition exists should not be used for the tryout.

Proximity to the supply of merchandise is desirable from the economic point of view, but should be subordinated to the other requirements. If more than one city answers the purpose, this point might be made the deciding factor.

It is practically impossible to

The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel forecast the appropriation necessary for a conclusive tryout. In fact, that is one of the things which we expect to learn from the tryout. The appropriation, therefore, should be big enough to establish the product. Then if we find that the job could have been done with half the amount, so much the better; we know how to On the other hand, proceed. should we find that even an excessive appropriation fails to do the work, it is money well spent; we know then that something is wrong-and careful analysis and investigation will usually bring the fault to light.

The greatest mistake, however, is to limit the tryout appropriation. What appears to be a failure, or a very indifferent possibility, after the expenditure of \$5,000, may well be a brilliant success, and a mighty profitable money maker. after the expenditure of \$20,000. I have a case in mind of one of the largest corporations in the United States, which spent over \$40,000 in a single market, finding out once and for all, that a certain product which had been newly developed could not be "put over." The comcould not be "put over." The company felt that the \$40,000 were well spent, even though it got nothing else out of the campaign. couldn't have found out that the product would not take by any other means, and were it not for the tryout, ten times the money might have been spent in developing the manufacture of the product -all to no purpose.

The experienced advertising man can readily tell that certain products will require less advertising than others, but it is always dangerous to guess at the appropria-Some products, like the Van Heusen collar, fill a long felt want: the market already exists. But even if that appears to be the case with our particular product, let us take nothing for granted; let us assume, rather, that we have an uphill pull before us. Then we shall be the more sure of success.

And when the plan is complete and we are ready to start our tryout campaign, let us forget all other tryouts that we have carried through, or heard of, or read about—they are in the past—their success or failure can hold no specific lessons for us as our campaign develops, for they were in war times when everyone was inoculated with the spending fever or perhaps in the terrible period of deflation when the "buy nothing" epidemic was rampant.

Our tryout is a law unto itself. Our product has, for the moment at least, nothing in common with any other. We are working in the great laboratory of merchandising and advertising, where we hope to hope to develop the elusive formula of success. The elements are in the test tube: we pour in our reagent; the reaction starts. We must watch it carefully, because this particular combination may develop a reaction that is unexpected.

Of course that is by way of saying that the advertising man, if he expects to benefit from the tryout campaign, should be on the ground where things are happening, making sure that his plan is followed being according His careful observation schedule. may result in the finding of the little spark that puts the supreme wallop" into the campaign.

Canadian Macaroni Makers to Develop Home Market

Macaroni manufacturers of Canada have formed an organization for the purpose of educating the Canadian housepurpose of educating the Canadian house-wife to the superior quality of macaroni products produced entirely within the Dominion, and to increase the consump-tion and retailers' sales. Russell T. Kelley, president of the Hamilton Advertisers' Agency, Hamilton, Ont., has been appointed director of pub-licity for the association. An advertising campaign will start at once in business.

campaign will start at once in business papers. A "Macaroni Week" is planned for October, with consumer advertising and prizes for dealer window displays.

Fall Campaign for Karnak Rugs

A fall advertising campaign nak rugs has just started which will nak rugs has just started which will continue throughout the season. Full-page advertisements in color will be used in five national magazines. Be-ginning early in September, newspaper, including rotogravure, advertising will be used. Twenty-five metropolitan newspapers are scheduled. The campaign is being advertised in business papers at the present time. Karnak rugs are manufactured by the Mohawk Carpet Mills, Inc., Amsterdam, N. Y. r

S

URING the past ten years The Indianapolis News has sacrificed a potential revenue of more than a million dollars to keep its columns clean; free from deceptive, misleading, fraudulent and imitation reading matter advertising copy. During the next ten years The News' policy shall be the same, whether it costs a hundred thousand dollars or ten millions.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office Dan A. Carroll 110 East 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

First in advertising volume, because first in results

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A Sun Route

A little newsie earning his moving picture money might call it a day after he had made enough to buy a ticket to the latest Charlie Chaplin picture.

 But a Sunpaper carrier is a different kind of newsie.

I Sun Carrier Service is a man's job and the carriers responsible for its efficiency and growth are business men. The privilege of delivering the Sunpapers into the homes of Baltimore is a valuable franchise. Sunpaper "routes" therefore have a definite money value that the carrier "route owner" guards carefully.

Is a Business

It is good business for the Sun carrier to see that he and his assistants give the kind of service that increases his customers. That's why Sun carrier delivery circulation continues to grow.

This kind of home delivery service is also good business for Sunpaper advertisers.

July Average Net Paid Circulation: Daily (M & E) 247,496 Sunday - - - 176,129

Everything in Baltimore Revolves Around





SUN

JOHN B. WOODWARD

Bowery Bank Bldg., 110 E. 42nd St., New York 360 N. Michigan Ave., Ohicago



On Three Counts

THE STAR has been judged the leader in Terre Haute and the Wabash Valley Empire on three counts. It covers a greater percentage of homes in this Indiana key city than any other newspaper. The women of Terre Haute prefer it as a buying guide. It is supreme among competitive newspapers over more than 7,000 square miles of rich territory up and down the Wabash Valley.



Kelly-Smith Co., Marbridge Bldg., New York Lytton Bldg., Chicago

MERCHANDISE TOUD THROUGH THE STAR

Figured on bulk circulation or on home coverage, THE STAR delivers the greatest amount of reader attention in this great Hoosier center and its trade territory. Let our merchandising department help you in this section of your Fall campaign.

THE TERRE HAUTE STAR

R. J. Bidwell Co., 742 Market St., San Francisco Times Bldg., Los Angeles Trim tures learn tunas

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Ten Experiences with Window Displays

Here Are Some Opportunities to Profit from the Lessons of Others

By Ralph Anson Barbour

THE advertising manager who worked out a startling window trim for his employers (manufacturers of cosmetics) recently learned a valuable lesson, and, fortunately, one not very expensive.

He figured this way: Women would realize even better how effective his face powder and rouge were if they could see them demonstrated. It had never before been done. A woman "making up" in a drug store window would be sure to draw a crowd. After scouting around, he located just the right girl. She was externelly pretty, except for a sallow skin. He put her on the payroll. She was booked a week at one of the biggest local drug stores for a tryout.

After two days' test the total failure of the idea was admitted. Women wouldn't stop to see the demonstration. Men gathered about freely. Some even tried to kid the girl. Evidently women are not keen to acknowledge their interest in rouge and lipsticks.

H

A food products manufacturer is having unusual success with his latest window cards. Formerly he was a warm advocate of brilliant color. Then it was suggested to him that the grocery store window is usually well filled with red, yellow and blue packages. So a brightly colored card is often only one more patch in a patchwork quilt.

Certain photographs had been effectively used in the company's advertising. As an experiment they were enlarged and the black-and-white prints were placed in a typical grocery store window. Results: A more individual card, one which arrested attention better, and a saving in printing costs. It pays to study the color

background or prevailing tone of the average store before preparing window cards or displays. While the grocery store is quite colorful, a men's clothing store window is sober in tone. So is a trunk store. The butcher's window runs red and white. The shoe store, black and brown. So a red card will usually get more attention in a sober-colored window, while a sober-colored card will often beat a red one where bright colors already prevail.

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The possible danger of putting a pretty girl in the window was encountered and overcome in an interesting way by the manufac-turer of one of those versatile contraptions which are orthodox sofas by day but can be converted into regular beds when the owners want to turn off the radio and tune in for sleep. manufacturer decided to hire a French maid type of demonstrator to make and unmake (if that word is permissible) his sofa-bed in the dealer's window. A representative dealer put on "The Show." The sales executive who called at the store at the end of the first day's window demonstration found that while numbers stopped to look at the exhibition, no extra sales were secured. At the end of the week, it looked as though the demonstrator would just about earn her keep.

The dealer offered this comment: "I think a plain, ordinary-looking woman in a house dress might work better than this French maid stuff. Nobody around here has a oui-oui girl to wait on them. And these beds sell mostly to people of modest means who have a limited number of rooms in their homes and do their own work."

Such a type of demonstrator

Aug.

was secured. She more than earned her way. Attention was focused entirely on the demonstration rather than split between demonstration and pretty girl.

T

One-dollar sales have often been featured in windows in which fresh one-dollar bills are plastered to the panes (inside, of course) and on the displayed articles which can be taken home upon payment of that modest sum.

One men's wear dealer recently He thought went further. would be novel to have variously priced items each displayed with the actual cash required to purchase them. A forty-five-dollar suit had four ten-dollar bills and a five pinned to it. A pair of gray flannel trousers carried a five, a two and a one to indicate that you could step right into them for eight dollars. A fivedollar straw hat carried one of Uncle Sam's well-known "V's" in Some dollar neckties had dollars pinned to them. Two or three odd-priced items carried one- or two-dollar bills with small change piled up on their centres to reach the purchase price.

The window attracted wide attention. The eyes dwelled upon it longer. The beholder couldn't resist stopping because—well, who isn't interested in money? And he had to pause and add up the bills and small change to discover just what each item cost. And the longer you can get a person to look at your goods and consider the price, the greater may be your reasonable expecta-

tion of making sales.

*

It's an old idea, but it's far from being worked to death—this display of miniature or giant models. One shoe store in New York places a pair of pigmy shoes and a pair of giant shoes in its window, right along with the regular stock. They utilize that peculiar interest which makes the side show so ever-successful at arousing curiosity. Little Miss Sweet (who weighs 1,063 pounds)

is doubly interesting because she sits beside Arthur Wisp, the tenounce, six-foot human skeleton. The midgets are doubly attractive because they sit beside the Texas or Siberian giant.

While the midget or giant model or carton are common in store display, this New York shoe man is the first I know of to exhibit the two types side by side. Who'll be next?

V

By the way: A famous manufacturer of a breakfast food once said to me, "The best thing we ever did was to send giant replicas of our package to every dealer who sold our goods. It was so big and clumsy that the dealer didn't quite know how to throw it away! So he let it go into the window for a while."

VII

A furniture dealer in a Middle-Western town had his prize collie present him with a prize bunch of prize pups. He thought they would attract valuable attention if displayed in his window. But hardly any adults stopped to look at them. Hordes of small boys gathered to discuss the pups, but the adults evidently didn't want to be considered childish. So they walked right on.

VIII

The problem of getting dealers to display proofs of his magazine advertising in their windows was well solved by a New England shoe manufacturer. Others, too, are now following his very efficient

The magazine advertisements were made into a pad, each sheet being perforated across the top so that the dealer could tear off each advertisement after it had appeared, leaving the next one exposed. This was welcomed by the dealer. It saved trouble. There was no need to stick a new card in the window every time a new advertisement came out. And the manufacturer saved time and money, too.

IX

If the good materials in your

FIRST MIGHTS-

Women who go to first nights go to be seen as well as to see.

They spend half as much time dressing for the play as they do looking at it. They spend twice as much for some trifling accessory as they do for the seat they sit in.

This first night habit doesn't apply only to the theatre.

That type of woman wants to read a book the week it's published—to see an art exhibit at the private view—to know about a car before it's in the sales room.

You'll find her in Pittsburgh, Detroit and Los Angeles, as well as in New York.

And everywhere you'll find her reading Vanity Fair, because it's the one magazine that tells her about all those things before the rest of the world knows them.

Now—when she looks to this magazine for all the news about her interests, wouldn't she naturally look to it for news of the merchandise she needs to follow those interests out—her clothes, jewelry and toilet articles?

Why not sell them to her through it?

VANITY FAIR

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product are hidden away you may be able to bring them out into the light by making or dissecting the goods right in the dealer's window. Although many years have passed since Regal Shoes had buzz-saws cut open shoes in their store windows, a recent advertising agency investigation on shoes revealed the fact that this is one of the outstanding recollections about shoe advertising that re-mains in people's minds. Few of these good folks knew the difference between good, bad, or indifferent materials in shoes. But the mere fact that Regal was willing to cut its shoes open in public made the beholder feel that they must be good in all their underthe-surface parts.

Willingness on the part of automobile manufacturers to show parts and stripped chassis with sections cut away carries much the same message. The inference is obvious—a manufacturer's absolute confidence in his product.

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Originality is often achieved by doubling the quantity of an interesting element in a window display. Possibly that is the theory back of the display used for some time by the Western Union Telegraph office at Fortyfirst Street and Broadway in New York. It shows the operating of Multiplex Telegraphic Sending and Receiving machines, by which a number of telegrams are simultaneously sent or received.

There is nothing interesting about the appearance of these machines. With regular operators it is doubtful whether they would attract any attention at all. But the two operators, each sitting at her individual stand, are auburnhaired twins and not at all hard to look at. They provide the "attention-getting headline" that gets you to stop and read the text. They were absent today when I passed by, and if Mr. W. Union reads this he will learn that he has my full permission to return them to their posts.

But perhaps one is married now and so the "sister act" is broken up! Iowa and Nebraska Advertising Clubs to Meet

The Ninth District of the Associated Advertising Clubs of the World, which includes the States of Iowa and Nebraska, will hold its annual meeting at Washington, Iowa, on August 25, 26 and 27. The program will be confined largely to a discussion of retail problems as they are found in the smaller towns. A novel feature of the convention is the fact that its sessions will be held in a large "big top" while the delegates will be housed in smaller tents.

Among the speakers who are to address the convention are the following: James A. Austin, advertising manager, Omaha Bee; Fred P. Mann, merchant, Devil's Lake, N. D.; J. W. Fisk, head of the merchandising counsel department, Milwaukee Journal; J. Adam Bede, Pine City, Minn.; John H. de Wild, Ely & Walker Dry Goods Company, St. Louis; John Blaul, Blaul Wholesale Company, Burlington, Iowa; W. C. Murden, University of Iowa, and W. H. Nelson, president, Iowa Dry Goods & Apparel Association, Mason City, Iowa.

Canadian Advertising Managers Meet

The fourth annual convention of the Western Canadian Advertising Managers' Association was held at Jasper, Alta, recently. The representatives of fourteen Western daily newspapers attended. John Torrance, business manager of the Lethbridge, Alta, Herald, was elected president, and Albert E. Ford, advertising manager of the Regina, Sask., Leader-Post, secretary. Among speakers who addressed the gathering was John Imrie, president of the Canadian Daily Newspapers' Association.

New Sweeper-Vac Campaign Planned

A fall and winter magazine campaign on the Sweeper-Vac Electric Vacuum Cleaner and the new Vac-Mop are planned by the M. S. Wright Company, Worcester, Mass. This advertising is handled by The Spafford Company, Inc., Boston, advertising agency.

> H. A. Harris Joins Wm. T. Mullally

H. A. Harris, formerly advertising manager of the Pathé Phonograph Company, Brooklyn, and later of Davega, Inc., sporting goods shops, has joined Wm. T. Mullally, Inc., New York, advertising agency, as an account executive.

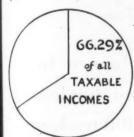
E. L. Kemnitz Joins American Colortype

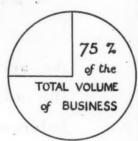
E. L. Kemnitz, formerly with the Howard G. Carnahan Company, Chicago, advertising agency, has joined the sales staff of the American Colortype Company, Chicago.





In
663 Principal
Trading Centers





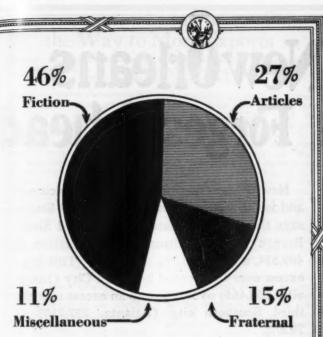
THERE are over 131,000 places in the United States—but in 663 principal trading centers there exists a primary market, the possibilities of which are in part determined by the figures quoted above.





The Elks Magazine

An active influence in the affairs and buying habits of 850,000 readerowners.



This chart shows how the editorial content of The Elks Magazine was apportioned for 1923.



850,000 Identified Subscribers

50 East 42nd Street New York City

New Orleans Forges Ahead

New Orleans has forged ahead of Cincinnati and is the sixteenth city of the United States, says the latest estimate of the United States Bureau of the Census. Its population is 409,534, a gain of 5.7% over 1920. This is an excess over the second Southern City (Louisville, 258,465) of 58.5%, and an excess over the third Southern city (Atlanta, 227,710) of 79.8%.

The figures indicate the outstanding importance of New Orleans as a Southern market.

Through The Times-Picayune you can cover the first market of the prosperous South at one cost.

The Times-Picayune

Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Ca

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Simplification of Manufacture Points the Way to More Exports

Endeavor of American Manufacturers to Eliminate Waste through Simplification in Manufacturing Is Having Stimulating Effect on Sales in Foreign Markets

Special Washington Correspondence

ALTHOUGH many of the re-sults of simplification in manufacturing are nothing less than astonishing, the fact was re-cently established that the general results in various lines are even more stimulating to sales in foreign markets than in domestic territories.

The export phase of the subject, until this year, has had little consideration; but the work of the Division of Simplified Practice, of the Department of Commerce, in co-operation with a number of industries has begun to show a very desirable effect on the foreign demand for American goods, and during a recent conference of manufacturers this effect was seriously studied as an important factor in the adoption of simplified standards for their industry.

The other day, when the subect was mentioned to Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, he said that the demand for the simplification of manufactured products was world-wide, and that its influence on the sale of goods abroad was increasing rapidly. He gave as an example the recent purchase of a large number of locomotives by the Soviet Government from German manufacturers. Although the engines are of several sizes, and the order was split among three manufacturers, each of the contracts stipulated that, so far as possible, all parts must be interchangeable. "Undoubtedly," Dr. Klein continued, "this desirable order went

to Germany partly because of the reputation of that country for unusual progress in simplification, and in that field the Germans learned their greatest lesson during the war. One of their advantages resulted from the interchangeability of parts in a great deal of their war material and equipment. . . . They had developed the practice in the production of war equipment to a greater extent than any other nation, and because of their standardization of manufacture they were enabled to keep a comparatively very large part of their equipment in service. Innumerable minor repairs were made in the field, parts of disabled guns, trucks, tractors, airplanes and the like were promptly salvaged and used, and more important than the reduction of cost was the saving of time and the utilization of equipment.

"Since the war, German industries have been striving to profit by the war experience, to benefit by the development of the prac-tice of simplification and standardization. One large German electrical concern has employed sixty experts who are devoting their thought and energy to simplifying and standardizing so far as possible everything manufac-

tured in the plant.

BENEFITED GERMAN SHIPPING

"A similar policy contributed largely to the success of the great pre-war German marine. Not only were all of the vessels of the German navy highly standardized, but the merchant ships were also designed to give them the advantage due to interchangeability of all replacement parts.

"Primarily, the German shipbuilding industry grew out of the establishment of yards for repairing. And many years ago the German engineers found that the repairing of Scandinavian vessels was simplified because of the tendency of their designers to standardize hulls, engines and all parts that might require replacement.

"The Germans promptly adopt-

ed the policy with success in the building of their ships and the manufacture of their war equipment; but they have found it more difficult to apply the principles and ideas of simplification to their industries. They are still using many hand processes and have not developed mass production to an extent that compares with the output of large standardized volumes of competing products made by American And it is the manufacturers. economies due entirely to large volumes of quality production that give our manufacturers major advantages in foreign markets.

"The old idea of the individual manufacturer was to hamstring his competition by making his goods as different as possible from all others; but more and more, during the last few years, our manufacturers have realized the advantages of simplicity and standardization for American goods. In the export trade, interchangeability of parts is a prime necessity in the present and future sale of many manufactured products.

"Consider, for example, one of our most desirable foreign markets: South America — Peru, Chile, the Argentine—where the amount of cash per capita is comparatively large. There we are selling automobiles, trucks and tractors, as well as road-building machinery, textile and shoe machinery, and a variety of other products and equipment.

A SERIOUS FACTOR IN EXPORT TRADE

"We have received many reports from South America to show that when it is necessary to send back to the United States for repair parts our machinery exports are discredited. Every truck, automobile, or machine of any kind, that is laid up several weeks or months for repairs, while waiting for replacement parts, tends to retard and prevent sales of our goods. And our manufacturers are learning that increasing their export sales largely depends on keeping their sold

products in service, regardless of whether or not they make replacements, hence the interchangeability of parts offers a stimulation not only to their own future sales but to all American exports."

Dr. Klein also said that even in industries which are showing rapid mechanical development. like that of electrical equipment the effect of simplification on sales is apparent. He explained that the increasing demand for electric fans, dry cells, storage batteries and bulbs made in America could be partly traced to the progress made in those lines toward simplification and standardization, and for information concerning the effect on export sales in other lines of merchandise he referred PRINTERS' INK'S representative to Henry H. Morse, until recently chief of the Specialties Division of the Bureau, and now head of the Division of Domestic Commerce.

Before joining the staff of the department, Mr. Morse spent many years in the shoe manufacturing business, chiefly as an export manager. He is familiar with practically all of the world markets and the foreign merchandising methods of many manufacturers, and he did not hesitate to say that the selling effect of simplification was more apparent in foreign than in domestic commerce.

"It is a matter of smaller stocks, more rapid turnover and lower prices to the consumer," he continued, "and all of these results are stimulating to sales. Those manufacturers who have successfully adopted it have had little trouble in selling simplification to the dealers and distributors of this country on the basis of smaller stocks and more frequent turnover, and if these results are attractive to the dealer within 500 miles of the factory, how much more attractive they must be to the customer three or four thousand miles from the source of supply.

"In mechanical lines, replacements always have been one of



SO IMPORTANT WE'RE MAKING THIS FOURTH ANNOUNCEMENT

OCTOBER brings the Annual Fall Fashion Number of Harper's Bazar and, with it, the Trade Service Supplement. The Supplement is just so much additional value for advertisers who sell their merchandise through department stores and specialty shops. May we give you the details?

First forms close August 25th

Harper's Bazar

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the most serious of all export problems. Another is the high rate of profit asked by distributors and dealers abroad because of the necessity of carrying large stocks. Still another serious problem is the result of unnecessary varieties of styles and sizes in many lines.

"At least a partial solution of these problems is now in sight through simplification, and another question-how to resell exgoods-has found anwer in the cutting out of slowselling items and highly individualized specialties. Sometimes, in exporting, after goods get into a country, with tariffs paid, it is necessary to distribute them in areas beyond the territory of original sale, because it is not feasible to bring them back to headquarters. In all such cases, losses occur when goods manu-factured especially for a certain area are so designed that they cannot be sold at regular prices in other areas.

"Perhaps I can best explain this problem by relating an actual experience in reselling a large shipment of shoes, the line I am most familiar with. It happens to be a war experience; but exporters face the same problem at all times. Now, while the principles of simplification are difficult to apply to the shoe industry, because of the importance of the style factor, they have been applied to a greater or less extent by a number of manufacturers, and for that reason the partial solution of the problem that I will illustrate applies to the export selling of almost every varied line

of merchandise.

"An American manufacturer sold a large order of shoes to a dealer in Serbia. While the shipment was on the seas, Serbia entered the war, and when the consignment reached a port in Austria the goods were seized as enemy property. However, by proving to the Austrian Government that the dealer had not paid for the goods, the manufacturer was able to have the shipment released and held for his order, and

was then faced with the problem of selling the goods in other countries than Serbia.

"It was found that several styles of patent leather shoes in the shipment could be profitably sold in Italy. There was a demand for several other styles in Switzerland, and a large part of the order, consisting of tan shoes, was sold to Austrian dealers. But with the shipment was also a large lot of shoes with patent vamps, orange kid tops and brown eyelet stays that was not apparently salable except in the Balkan States which were closed to our commerce, and because this lot of shoes could not be sold except at a large discount it represented a heavy loss to the manufacturer.

MINIMIZES LOSSES

"Today, losses of the kind do not occur in the experience of those shoe manufacturers who have adopted simplified practices to an appreciable extent. By cutting out the extreme and speculative numbers, and concentrating on the styles most universally in demand, the manufacturer has increased his volume on the live items, and has assured himself against the loss of unsalable merchandise when, for any reason, a shipment for export cannot be delivered to the original purchaser."

Then Mr. Morse explained that the simplification of packing in many lines was having an effect on exports that is seldom considered to be as important as it is. For a long time foreign dealers generally complained that American manufacturers would not pack goods to their liking, and the movement to simplify and standardize boxes and cases is doing much to furnish a service that overcomes the objections.

"The cutting out of unnecessary styles," Mr. Morse said, "has done much toward enabling shoe and other manufacturers to adopt uniform package sizes. This is a distinct advantage, for if the manufacturer packs all of his men's shoes in cartons of one size,

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Three views of a "3-phase" industry

THE modern mechanically-operated coal mine is a "3-phase" industrial unit. It is a mining operation. It is a transportation system. And it is also a surface manufacturing plant where coal is prepared for market.

In this country today there are 6,300 mechanically-operated coal mines-and these are the mines which have made coal mining America's third largest basic industry.

These 6,300 mines produce 97 per cent of the country's 600,-000,000-ton annual output.

These mines spend \$400,000,-000 each year for the vast quantities of equipment and supplies used in the coal-mining industry. They buy everything from turbo-generators to adding machines.

Coal Age, the authoritative paper of the mechanized coalmining industry, can show you market possibilities which—to many manufacturers—lie unsuspected in this "3-phase" industry. Ask for data backed by photographs.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal Electricity.

Construction and Civil Engineering; Engineering News-Record.

gineering News-Hecord.
Mining; Engineering & Mining JournalPress, Coal Age.
Transportation: Electric Railway Journal,
Bus Transportation.
Industrial: American Machinist, Industrial
Engineer, Power, American Machinist (Europan Edition), Chamical & Metallurgical Enpoint Edition).

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COAL AGE

A.B.C. A McGraw-Hill Publication A.B.P. Tenth Avenue at 36th Street, New York



In the Mine

The amazing amount of machinery behind the coal mining industry's 800,000 workers includes 20,000 mining machines, 12,000 hoists, 60,000 pumps, thousands of compressors, air and electric drills, conveyors, etc.



Out of the Mine

More than 20,000 locomotives - electric, gasoline-operate . em 200,000 and miles of track in the cool mining industry. About 50,000 miles of this frackage is electrified. This electrified trackage equals 'the total length of street and interurban railway mileage in this country.



Above the Mine

In addition to machinery for crushing, screen-In addition to materiality for crimining, exceeding, washing and "spicking" coal, the modern top-works includes a power house, sub-stensions, a machine shop, terrehouses, stables, pewder houses and a complete "company" town for housing employees and their families.
The modern mechanized coal mine of 1,000,-000-ten annual capacity, costs from \$2,500,-000 te \$8,000,000.

Beats even la ta Advertisin o



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ar's Record for olume

HARDWARE increased 16% over the same period last year. And last year broke all previous records.

GOOD HARDWARE continues to grow because it renders a service that can be secured from no other source. It carries the message of the manufacturer to every hardware dealer and to every hardware jobber in the United States. The cost for a double page spread in color is less than the cost of mailing out a single post card.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

100%Coverage the Hardware Field~ aches every Hardware Dealer and every Hardware Jobber and all women's shoes in another size, he can order his shipping cases accurately to fit the package units, and all cases can be entire-

ly filled.

"This is good direct advertising for it creates an excellent first impression; it pleases the customer further by offering several advantages. In the first place, the customer, on opening the cases, can instantly detect any loss in transit. If an order consists of slippers, pumps, oxfords, shoes and other items, all in cartons of different sizes, it will be necessary to pack several cases with a variety of the items, and in that event it is almost impossible for a dealer to detect a loss until he has checked the entire shipment of goods against the invoice. Furthermore, if he is too quick in racking the stock, it may be impossible for him to make an affidavit of the loss in order to enter his claim against the shipping company.

"Then, too, the goods are easier to handle and to arrange on the shelves of the store or the stockroom. Similar results are apparent in the exporting of innumerable other lines of merchandise, and I think it safe to say that every line that has been effectively simplified and standardized is easier and more profitable to sell, for that reason, in

our foreign markets."

Blossom Brand Registered by California Almond Packers

The California Almond Packers. Inc., Sacramento, Calif., have made application for registration of the trade-mark, "Blossom Brand," which is used on salted and glazed almonds and on almond butter. The brand is advertised on the Pacific Coast and by the use of posters at Chicago. The account is handled by the Lockwood-Shackleford Company, Los Angeles, advertising agency.

Has Gropperknit Neckwear Account

The advertising account of the Gropper Raiting Mills, New York, manufacturer of Gropperknit neckwear, has been placed with the Alfred Austin Advertising Agency, New York. Newspapers and outdoor painted displays will be used in a number of large cities together with business-paper advertising.

Dealers Tell Customers Why Purchases Cannot Be Returned

Cincinnati Retail Merchants

The Cincinnati Retail Merchans Association, in connection with its advertising campaign to eliminate the returned goods evil is enclosing pamphlets in each package of goods purchased in the stores of its members. These pamphlets acquaint customers with the fact that the following articles for legal, sanitary or other reasons, cannot be accepted for return:

Bedding and mattresses; garments that have been altered for the purchaser; shoes which have been altered; combs, hair-brushes and tooth-brushes; hair goods, hair ornaments and veils; rubber goods sundries; women's hats which have been made specially to the customer's order, or which have been worn and all goods cut from the piece at the request of the customer. The list also includes articles of wearing apparel which touch the body should they have been ried on or worn, and all merchandise which has been made to order or specially ordered and which is not carried regularly in stock. No article will be accepted for return unless it is in its original condition and no merchandise of any kind which has been used will be accepted for return. The slogan of the association in its campaign is "buy wisely and buy well." The slogan of the association in its campaign is "buy wisely and buy well."

Texas Miller to Advertise in Latin-American Markets

Advertising will be used in a number of Spanish speaking countries by the Great West Mill & Elevator Company, Amarillo, Tex., for the purpose of increasing the sale of its Luna de Oro flour. This brand is now being sold in large quantities in Mexico, Cuba, Porto Rico, Ecuador and Costa Rica, according to R. C. Smith, sales manager of the company, who said that plans are being made to place this brand before the general public in the cities of these countries. Application has been made to register the trade-mark "Luna de Oro" with the United States Patent Office. Advertising will be used in a number

Jacobson Engine Works Appoints Harry Botsford

The Jacobson Engine Works, Titusville, Pa., manufacturer of gas and gasovine, ra, manufacturer or gas and gaso-line engines, air compressors and winches for Fordson tractors, has ap-pointed Harry Botsford, also of Titus-ville, to direct its advertising account. Business-paper and direct-mail adver-tising will be used.

Blanchard Press Elections

Ancel J. Brower has retired as president of the Blanchard Press, Inc., New York. He has been elected vice-president. He is succeeded as president by J. Cliff Blanchard. Robert W. Tindall has been elected treasurer; Henry Kanegeberg, secretary, and Isaac H. Blanchard, chairman of the board.





IF

There are two or more Outdoor Advertising Companies offering service in important cities how do you know which to use?

Turn Over



the guess work

DVERTISERS who place their outdoor displays through the Bureau and its agency members know what they buy.

They know, from our actual field surveys, just which plant in any given community can offer the better service, and why.

Figures in black and white mean more than mere conversation.

wertising Bureau

1627 Lytton Building State Streat Jackson Boulevard-Chica



ABOUT 200 of the leading agencies, through their organization, the National Outdoor Advertising Bureau, are equipped to render this highly specialized service. The advertiser, through his own advertising agency, can secure unbiased advice and a complete service in all of the different forms of Outdoor Advertising, everywhere.

NATIONAL OUTDOOR ADVERTISING BUREAU Incorporated

Fifth Avenue and Broadway at Twenty-Fifth Street NEW YORK 1627 Lytton Building, State Street at Jackson Boulevard CHICAGO



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Pointers on Those Inquiries Manufacturers Send Retailers

Methods of Several Large Advertisers Like Armstrong Linoleum. Greenfield Tap & Die, Victor, Henry A. Dix & Sons, That Retailers Recommend to Other Advertisers

By James True

HAT is an inquiry worth? It is the consensus of a small group of successful retailers that it is worth a great deal. If their experience is typical of the retailers of the country, national advertisers are losing millions of dollars' worth of sales because they do not realize the value of the average request for a catalogue, booklet or other source of information.

This inquiry may be in the form of a simple postcard or coupon request for a folder, sample, color chart, catalogue, floor plan, booklet or any one of the numerous pieces of material advertised by manufacturers. It may ask for a free offer of some kind, or it may accompany a small purchase price, or a few stamps to cover the cost of packing and mailing. It matters not how it is secured, so long as it is evidence of interest in the goods advertised on the part of some man, woman or child. The principal question is concerned with its value and how its value can best be acquired for the advertiser and the retail dealer.

Naturally, the retailer knows more about it than anyone, since he comes in direct contact with the inquirer. A recent discussion on the subject with six of the most active retail dealers in the city of Washington brought forth some rather startling answers to

the question.

These retailers are unanimous in the opinion that the average inquiry is an exceptionally valuable result of national advertising as an aid to their selling-when it is properly handled by the advertiser. Their experiences show that a number of advertisers are throwing away the opportunities for innumerable sales by improper handling of inquiries, while many others are neglecting a highly

profitable tie-up between the national advertising campaign and

retail distribution.

For nearly thirty years Mayer & Company have been one of the most progressive and extensively advertised furniture houses in Washington. Since the business was established, this concern has persistently advertised elaborations of the idea embodied in its slogan, "Lifetime Furniture."

The five large floors of Mayer & Company's building are filled with sample stocks of such widely advertised merchandise as Karpen and Berkey & Gay furniture, Armstrong linoleum, Leonard re-frigerators, Hoosier kitchen cabinets, Hastings tables, Hartford Saxony rugs, Pullman davenports, and a number of other specialties and lines. When C. J. Berry, who is in charge of sales, was questioned as to the value he placed on the inquiries forwarded by the manufacturers of advertised goods of the kind, he did not hesitate to state that he considered them to be one of the most important factors in the building of new business for his company.

RECORDS KEPT OF RESULTS

As an indication of their value, he called attention to the company's system of recording and utilizing the inquiries. Every one of these received from a manufacturer is immediately followed up with a courteous letter of invitation to visit the store and inspect the articles advertised. The name and address of the inquirer is entered on a card, together with the date and nature of the inquiry, its source, and the brand of goods advertised. Three or four days later, if the inquirer has not called at the store, a representative calls on the inquirer, and his

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report determines the disposition of the card.

If the representative finds a live prospect, he makes the proper notation on the card, and it is placed in a special file that is referred to daily. If the inquirer proves to be a child, someone who has written out of mere curiosity, or a prospect for a very remote sale, the card is placed in another file which contains the list that is covered by periodical mailings of the company's direct advertising.

Mr. Berry took a dozen or more cards out of the live file, each of which bore a representative's report such as, "Will be married soon—call June 25," "Will buy in July," "New home finished about August 1," "Will move shortly—call July 5," and "Will buy refrigerator about August 15." Several of the cards showed more than one call, and Mr. Berry explained that there was no limit to the personal solicitations; that a salesman continued to keep in touch with every live prospect until a sale was made or indefinitely postponed.

"There is no phase of our business that we consider more carefully" he said, "than we do the inquiries we receive from our manufacturers; but our experience leads us to believe that comparatively few national advertisers realize their value. Frequently it seems strange to us that a manufacturer will carefully prepare a merchandising plan, spend large sums of money in advertising his product, go to the expense of preparing and mailing effective follow-up material, and then be careless and indifferent in handling and developing such concrete evidence of profitable results as inquiries.

"To illustrate the results that follow the right kind of co-operation, several years ago we discarded a certain line of specialties that we had handled for a long time. There was nothing the matter with the goods, and they gave excellent satisfaction; but they were not advertised. The line we bought in preference was no better in any way; but it was extensively advertised, and we bester in the second of t

lieved that we could sell more of it. So we put it in, followed up all of the inquiries sent us by the manufacturer, and increased our business on the line about 200 per cent within a year.

"Several experiences of the kind have convinced us that the principal benefit of national advertising to us is not the fact that it sells a few more goods, but that it creates the opportunity of selling a great many more. That is why we have specialized on nationally advertised goods. We always have planned to get all of the benefits possible from the advertising of the manufacturer, and to translate them into both sales and new customers.

DELAYS MEAN LOST SALES

"Probably the most serious fault with the way some of these manufacturers handle inquiries is the delay in forwarding inquiries to retailers. On May 28 we received a letter from an advertiser stating that a Mrs. Soand-So, living in an excellent neighborhood, had written for a catalogue. We immediately wrote the inquirer, inviting her to visit the store, and, several days later, sent a representative to call, only to find that she had mailed her request early last February and had long since purchased the specialty of another manufacturer from one of our competitors.

"Some weeks ago, we received a bunch of 138 inquiries from a manufacturer in the same mail. Their average age was about sixty days, and we soon found that comparatively few of them were of any immediate value. To the credit of the manufacturer, I want to say that he promptly remedied the cause of the delay, when we called his attention to the incident, and that we have since been getting his inquiries with unusual speed; but there is no doubt that the carelessness of someone in his advertising organization lost a number of sales.

"We have had many experiences of the kind. They place us in a bad light with prospects, and are exceedingly embarrassing to our representatives. Besides losing 024

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appears in The News

THERE'S a reason, for Detroit merchants and advertisers realize the economy of using Detroit News advertising space. With a circulation of more than 280,000, advertisers reach through The News practically every home in Detroit and vicinity, for The News, alone, covers Detroit thoroughly. In fact, no other city of Detroit's size can be covered so satisfactorily as Detroit is by The News.

Some idea of the resultfulness of Detroit News advertising and its appreciation by local merchants may be gained from these facts:

In 1923 THE NEWS led the second and third papers combined in LOCAL DISPLAY SPACE of all kinds by 124,000 inches, while this year during the first six months' period The News led these two papers by about 216,000 inches, an increase in lead of 72,000 inches or approximately 60%. This year The News increased in Local Display space nearly 48,000 inches, while the second and third papers combined decreased about 44,000 inches.

No better proof of the superior reader attention and result-getting ability of The Detroit News over every other medium in Detroit can be shown than this record of gains in advertising lineage.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

many sales, such delays nullify the effect of the advertising and encourage the purchase of competitive goods. If inquiries are worth anything at all, they are certainly worth the effort necessary to get them into the hands of the retailer at the earliest possible moment, since their value to him is chiefly governed by their timeliness.

"Another serious mistake, on the part of some advertisers, is to send the same inquiries to six, eight or a dozen retailers, large and small. In the eyes of the prospects, it places us in direct competition with houses that sell the cheapest of furniture and make low prices the principal selling argument. Sometimes, we have found, inquiries have been sent to small dealers who have not even stocked the goods, and who attempt to sell the prospects by catalogue or photographs.

A POLICY THAT GETS ACTION

"Naturally, we are not inclined to waste time, money and effort in following up the leads of manufacturers who send their inquiries so indiscriminately. While we, of course, prefer to control the sale of advertised specialties in our field, we do not insist upon it, and we recognize the advertiser's necessity of securing a distribution in every community that is commensurate with his advertising expenditures. But our experience has convinced us that the national advertiser of specialties such as we handle makes a very serious mistake when he forwards his inquiries to more than two or, at the utmost, three good dealers in a city the size of Washington. And I believe that the best policy is to confine them to one dealer who fully realizes their value."

The third frequent mistake discussed by Mr. Berry was, strangely, the failure of advertisers to live up to their offers. He related, as an example, a recent experience with an inquirer who happened to be a wealthy man and an official of a large corporation. When his name was received by Mayer & Company, they wrote

their usual letter of invitation, and followed it up with a personal call; but the representative found the prospect indignant.

About two weeks before, he said, he had taken the trouble to write the manufacturer for a copy of a booklet offered in an advertisement. He was interested in the goods, and was contemplating a purchase; but his letter had been ignored, he had not received the booklet offered, and he was emphatic in his statement that he would have nothing further to do with the proposition until the manufacturer lived up to his offer and the common dictates of business courtesy.

"While this experience may seem extreme," Mr. Berry continued, "the frame of mind of the prospect was typical of the attitude of many inquirers, and this sort of neglect on the part of national advertisers has occurred frequently enough to constitute a serious and annoying handicap to our selling effort. Of course we realize that, in every instance, experiences of the kind are entirely the result of neglect and carelessness on the part of the advertiser, and are not due to any intention on his part to side-step his advertising obligations.

"It is simply a matter of allowing stocks of booklets and other direct material to run entirely out before reordering, and then of failing to notify the inquirer of the fact and that his request will receive proper attention at the earliest possible moment. And it is another impressive indication that certain national advertisers have no conception of the value of the inquiries that are created by their advertising.

"In our opinion, every man and woman who has anything to do with the handling of inquiries should have some knowledge of retail selling, and the capacity to visualize the inquirer as a live prospect, with her probable future relationship to the retail store that receives her inquiry. If this were the case with all advertisers, I am sure we would have nothing to complain of, and that all inquiries

(Continued on page 61)

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Time was when a "Presidential Year" meant the freezing up of business. The tracks of progress were blocked. There was a lot of talk about "proceeding with care" and viewing with alarm."

But no longer does the "Presidential Year Goblin" stalk through the land.

The financial and market pages of the newspaper are a barometer that reflects clearly and accurately the trend of business. Above are reproduced articles from a recent issue of the Evening American. They prove conclusively that the country is fundamentally sound and that the tendency is upward.

Farmers and country banks are in good shape, due to the recent upturn in grain values. The implement business is showing considerable improvement. General business is better. Here in Chicago bank deposits continue to climb. A \$1,300,000 program of construction work was okehed at the June election.

Anyone who takes these factors into consideration either nationally or locally will realize that 1924 cannot help being a good year.

It just works out that way.

There's business aplenty to be had in the great Chicago market and the manufacturers and retailers are going after it intelligently and aggressively. They are using more space in the Evening American than ever before as proven by the fact that during the first six months of 1924 the Evening American gained more total display advertising and more local display advertising than all the other Chicago daily papers combined.

Business with and in the Evening American is good.

CHICAGO EVENING AMERICAN
a good newspaper



Aug.



WILLIAM HOLLINS & COMPANY, Inc.

OFFITTENES DOOR

SPECIALITIES

45 EAST 17th STREET NEW YORK

February 5th 1924

Mr. Ashbrooke, 19 W. 44th Street, H.Y.Oity

Dear Mr. Ashbrooke:-

I have pleasure in confirming what I told you in our conversation this morning regarding our tie-up with Vogue Pattern Co., and the results we are obtaining.

in general are very doubtful, in shat one can never tell just how much of his owners are very doubtful, in shat one can never tell just how much of his owners or in every telliness is all to that; but the results of our arrangement with Vogus Pattern doupany have been very tangible.

As I told you, when we show a prospective buyer the co-operation we are getting from Vogue Pattern Conpany, and which we can in large measure pass on to him, is aldow fails to bring the desired result. I believe the receive a new large when to the Vogue tie-up, and take this opportunity of thanking you for your co-operation.

Very truly yours.

CJSF/AED

Show a prospective buyer your co-operation with The Vogue Pattern Book; co-operation that you can pass on to him, and it seldom fails to bring results.

If you want to sell the leading stores-If you want big sales through these stores— If you want TANGIBLE RESULTS— Use The Vogue Pattern Book.



The



THE VOGUE PATTERN BOOK

A valuable salesman for retail stores

Why do B. Altman & Co., Jordan Marsh Company, Carson Pirie Scott Co., and more than a hundred other leading stores carry the Vogue Pattern Book and the Vogue Patterns? Why is there always a waiting list for the Vogue Pattern Agency?

Why did 20 important department store owners recently confer in New York on two questions:

How many of our group of stores sell Vogue Patterns? . . . How can the others get the Vogue Pattern Agencies in their cities?

There's one reason. One only. The Vogue Pattern Book and Vogue Patterns make sales of more and better merchandise.

What does it mean to the manufacturer to have his goods in the Vogue Pattern stores? It means that he is established in the stores with fashion prestige, the stores that attract the key customers of the community, the stores of the best spenders.

What does that mean in cold cash? Judging from Mr. Fraser's letter quoted opposite, it has meant a lot to William Hollins & Co. And Mr. Fraser's a Scot, canny wi' the praise.

Advertise to key customers this fall in The Early Winter Number, out November 1st. Forms close September 20th.

The VOGUE Pattern Book-Condé Nast, Publisher



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Oklahoma's Farm Cash Increases 29%

Only two States show a larger percentage increase than Oklahoma in cash income for the 1924-25 period. In the 1923-24 period Oklahoma's total sales income was \$225,000,000. This year's total is expected to exceed slightly \$290,000,000. This means approximately \$65,000,000 more for Oklahoma farmers this year than last.

Where there is such farm prosperity is a good place to SELL.

The Oklahoma Farmer-Stockman, Oklahoma's only farm paper, reaches more than three-fourths of this wealthy market.

ONE OF AMERICA'S GREAT FARM PAPERS



Edgar T. Bell , Adv. Mgr.

Oklahoma City, Okla

The Oklahoma Farmer is now consolidated with the Oklahoma Farmer-Stockman

E.KATZ SPECIAL ADVERTISING AGENCY New York Chicago Kansas City Atlanta San Prancisco 52

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would be given proper attention. "Then we would not be handicapped by the mistakes already mentioned, and manufacturers would not quote prices direct to inquirers. When this occurs, as it sometimes does, we know that the manufacturer has no understanding whatever of our selling problems. In the majority of instances, I believe, the prospect's curiosity as to prices is one of the

most important factors in getting

attention and an interview for our

representative.

"Then, too, if the people in every advertiser's organization had a correct picture of the subject, every letter that goes to an inquirer would be brief, courteous, interesting, and neatly typed on a good letterhead. As it is, many of the letters are too long, repeat-ing information contained in the material they accompany, poorly multigraphed and filled in, and printed on the cheapest kind of letterheads. And they create anything but a favorable impression

on any desirable class of trade.
"This is remarkable, I think,
when you consider the fact that, almost without exception, booklets, folders and other printed pieces used are well printed, artistic, convincing in copy, and

generally impressive.

"Our experience has undoubtedly proved that it pays to answer inquiries carefully and individually. Although we receive several thousand a year, we always have taken the trouble to send a brief, courteous letter, signed by an official of the company, to every inquirer. Frequently we find that inquirers are already our customers, and this gives us an interesting fact to mention.

"So far as the average advertiser of the goods we handle is concerned, a letter of three or four lines is sufficient. While the cost of such a letter, individually typed and signed with pen and ink, and written on a letterhead of good quality, is slightly more than that of the usual filled-in form letter, I am sure that it creates a vastly better impression and would pay any advertiser."

Probably the most interesting phase of the entire subject, as it was discussed by Mr. Berry, was the company's method of classifying inquiries according to their

value

"There is no other method so effective," he continued, "as that which leads a prospect to identify herself by seeking the informa-tion of an advertised booklet or something of the sort. And the refrains from who advertiser using it because he thinks that a high percentage of inquiries are worthless is making a serious mistake.

"So far as we know, our manufacturers send us all of the inquiries they receive from Washington, making no attempt to separate the wheat from the chaff, and we most certainly do not We have want them to do so. found that the utterly worthless inquiry is very rare indeed, and that the volume we receive from all sources naturally falls into three general groups.

INQUIRIES ANALYZED

"About one-third of the total we have found to be genuine, live leads, and we succeed in turning an appreciable part of them into Approximately another third are from children; but according to our experience it is decidedly worth while for any advertiser who is building for the future to handle them considerately. Even when it is apparent that an inquiry is from a child, we answer it courteously, and place the name and address on our general mailing list. When one of our representatives, on making a call, finds that a child made the inquiry, he seriously invites the child to visit the store and see the goods, and we follow up all such calls with occasional mailings of our direct advertising.

"The balance of the inquiries are remote leads, those from high school and college boys and girls, grown people who tell our representative that they were prompt-ed merely by curiosity, and others who have no direct interest in the goods advertised. Frequently, they say that they are students

and that their teachers have told them to accumulate data on period furniture, interior decoration, color combination, house plans, or some other subject, and they look to national advertising as a source of the desired information.

"It makes no difference what prompts the inquiries; they are all worth following up. They range all the way from requests from children, whom we consider as customers ten years hence, to those from officers of societies or other organizations empowered to buy large bills of goods. have had several of the latter, resulting in sales that ran into thousands of dollars, and there was no way of estimating the value of the inquiry until our repre-sentative called. It should be remembered that boys and girls of fifteen are at a most impressionable age, and that in ten years they are likely to be fathers and mothers with homes of their own. And I am sure that I could quickly prove to any advertiser. by checking our mailing lists of ten or twelve years ago with our books, that it is decidedly profitable to consider seriously all inquiries from children, the merely curious, and all others, and that there is no such thing as a potentially worthless inquiry."

In the case of the Raleigh Haberdashers, a high-class clothing store for men and women, the advertising department reported that the company did not receive an average of one inquiry a month from its manufacturers, although it handles such widely advertised lines as Knox hats and Hart Schaffner & Marx clothing. While this company attributes this result to its own advertising activities, which are extensive, it feels that much should be done to develop inquiries by national advertisers of its lines, and to refer them to its active retailers for cultivation.

Among the national advertisers of pianos and phonographs, inquiries appear to be considered seriously and recognized at their full value. E. F. Droop & Sons Company, one of the largest piano

houses in the city, is the agent for Steinway and Brambach pianos and Estey organs, and one of three wholesale distributors of Victor phonographs. Mr. Droop said that all inquiries regarding pianos and organs are forwarded promptly by the manufacturers, that they are carefully followed up by the salesmen of the company, and they result in many sales. In the case of Victor talking machines, the manufacturer sends the company one-third of all inquiries from its territory, and thus prevents over-solicitation and conflicting competition.

AN INCOMPLETE CAMPAIGN

In the hardware business several remarkably successful methods of securing inquiries for retailers were found to be in operation; but according to Barber & Ross, Inc., one of the most successful retail hardware stores in the city, the field is greatly neglected in this respect. Attention was called to a new line of household tools in stock which has been recently extensively advertised by the manufacturer with no attempt at securing user contact. In discussing the campaign, one of the members of the organization said that, while they had sold a fair volume of the goods, they would be selling two or three times as many if the manufacturer had taken the trouble to secure in-quiries from those interested. He explained that the tools were especially attractive and that the advertising was exceptionally interesting; but that distribution was not yet complete, and that a great many of those interested did not know where the goods could be seen or purchased.

J. B. Thomas, vice-president of the Barber & Ross concern, expressed the opinion that advertisers of specialties sold in hardware stores could not go too far in developing inquiries as a tieup with their retailers. In the selling of such specialties as Evirtude motors, motor boat engines, accessories and supplies, motor mowers and the like, he said that his company had found inquiries

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Milline Costs!

(Milline: The cost of circulating) an agate line one million times.

THE direct advantage which the advertiser receives from increased circulation is perhaps best emphasized by the following comparison of milline costs:

(Based on 5,000-line Contract)

	This Year		Last Year	
Tur Works		Total Circulation	City Circulation \$1.78	Total Circulation \$1.63
THE WORLD	\$1.70	\$1.54	\$1.70	\$1.03
THE EVENING				
WORLD	\$2.00	\$1.87	\$2.28	\$2.17

On the same basis, the complete WORLD SERVICE, Morning, Evening and Sunday, can be purchased at a milline cost of \$1.36, a reduction of 9 cents over the corresponding costs of a year ago.



MALLERS BUILDING CHICAGO

PULITZER BUILDING NEW YORK

GENERAL MOTORS BUILDING DETROIT

SECURITIES BUILDING

CHANCERT BUILDING TITLE INSURANCE BUILDING SAN FRANCISCO, CAL. LOS ANGELES, CAL.

from the manufacturers' advertising an invaluable source of new business.

"Even in the case of a general line," he continued, "like that of the Greenfield Tap & Die Corporation, inquiries properly handled enabled the retailer to increase his business by making new contacts. This company is giving us splendid co-operation; it advertises generally to some extent and liberally in the trade and technical journals. As a result, we receive a great many inquiries from Washington in the form of requests for catalogues and booklets mentioned in the national advertising and forwarded to us by the corporation.

CUMULATIVE BUSINESS

"While many of the first sales from these inquiries are small, they secure innumerable accounts for us that soon develop into a profitable volume. They come from mechanics, garage managers, machine and repair concerns, and other users of tools, and they constitute a valuable supplement to our own newspaper and direct advertising. We handle every inquiry individually, first by writing a letter mentioning the size of our stock of the goods concerned, and inviting the prospect to examine them in our store. We follow up with letters and advertising literature, and, in many instances, with the personal calls of salesmen."

A serious misuse of inquiries was mentioned by George B. Ostermayer, who has charge of all publicity, store and window displays for Woodward & Lothrop's, Washington's large department store. This store, like many of its kind, offers a certain amount of resistance to nationally advertised goods; but it is not averse to handling them when they offer a selling advantage, as an inspection of its numerous stocks will show. However, its buyers absolutely refuse to be coerced into placing orders for advertised goods because of the fictitious use of inquiries.

"In several recent instances," Mr. Ostermayer said, "certain national advertisers, after having

failed to sell us their goods, have written numerous inquirers that we had the goods in stock and would show them if they insisted, or words to that effect. Evidently these manufacturers have attempted to impress us with the demand for their merchandise by deliberately misinforming those who answer their advertising.

"We resent such methods as decidedly unfair, and we know that they create just the opposite impressions that the advertisers desire. We cannot be sold in that way; but we are susceptible to the influence of honestly handled inquiries for advertised goods, as our satisfactory relations with several of our manufacturers

show.
"Typical of one class

"Typical of one class is the Henry A. Dix & Sons Corporation, manufacturer of aprons, uniforms for professional nurses and goods of the kind. These people advertise extensively in the medical, technical and trade journals, and an inquiry from them usually means a live prospect. They keep a check on the items we carry, and frequently send us numbers that are not in our stock to show to an interested prospect who has written them. They also make frequent direct sales to our customers and prospects, sending us the goods for delivery, and crediting us with the amounts of the sales. This service not only completes profitable transactions for us, but it also frequently introduces us in a substantial way to new customers.

"The methods of this company and of several other national advertisers whose goods we handle, have proved to us that an intelligent development of inquiry leads results in an increased volume of business and the gaining of many desirable new customers for the store. We heartily recommend a study of their methods to all manufacturers of nationally advertised goods. developing inquiry contacts in the right way, the national advertisers of the country have a fine opportunity of demonstrating their interest in the dealers' wel-

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LL you have To do Is ask for it! The new book of circulation! A matter of fact And not of fiction! Invaluable to buyers Of space and students Of media! The circulation Of The American Weekly-The World's Greatest Advertising buy-In detail! Ask for your copy! Study it-And compare!



A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York-American Boston-Advertiser Washington-Herald Atlanta-American Syracuse—American Rochester—American Detroit—Times

Chicago—Herald and Examiner Seattle—Post-Intelligencer San Francisco—Examiner Los Angeles—Examiner Fort Worth—Record Times San Antonio-Light
Milwaukee-Sentinel & Sunday Telegram

"If you want to see the color of their money - use'color'." A.J.K.

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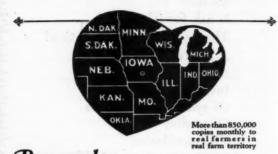
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SUCCESSFUL FARMING



Renewals Prove Editorial Value

The high percentage of renewals scored by Successful Farming year after year proves that readers depend on our publication and derive definite benefit from it.

Of all our more than 850,000 subscribers 60% send us their own subscriptions themselves; 31% subscribe through clubs raised by readers, averaging three subscriptions to the club. This makes 91% who become voluntary subscribers with no inducement other than the merit of the publication. Only 9% from all other sources combined.

Successful Farming subscribers are permanent—changes in address average less than 4% per year, while a million and a half farmers throughout the country change address annually.

Comparisons regarding quality of circulation are welcomed

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING • THE DAIRY FARMER BETTER HOMES AND GARDENS

E. T. MEREDITH, Publisher, Des Moines, Iowa

"There's a Difference in Farm Papers"

A Powerful Way of Using **Testimonials**

Letting Opinions Come Directly or Indirectly "From Those Who Know How"

By W. Livingston Larned

THE most skeptical prospect would be compelled to admit that if members of the Royal Canadian Mounted Police used Colt revolvers, they must be very fine revolvers indeed.

In a new series of advertisements, the Colt automatic carries as a standing head the slogan:
"Men Who Know." Although the types selected do not write testimonials, the spirit of the campaign is one which seems to "The best say to the public: proof of quality we could bring you is a portrait gallery of the men who use Colt revolvers and automatic pistols. Their silent tribute makes the most convincing 'copy.' Surely, you should be impressed by the sort of men who put their faith in our products. Their verdict is better than the most flowery generalities might write.'

The Colt series features these men of action and of purpose, illustrating them with a touch of adventure and the breezy atmos-

phere of action,

Campaigns which in this manner suggest the tested product, the product already in use by characters familiar to all, who would be inherently exacting when it came to a selection, carry important weight with the prospect. It recalls the story of the shrewd manager of a traveling exhibit of farm implements, who took with him, as part of the demonstration at county fairs, an exfarmer who was also a fine actor. It was this man's part, dressed as a successful farmer might dress, to stand somewhere near when a "looked things over." prospect remark, would casually enough: "It sure is a fine cultivator! I use three on my Kansas tract and they'll last forever if I've got sense enough to keep 'em oiled and out of the rain.

Then he would continue his tribute in much the same wholly off-hand manner. It was a sure sales-clincher, bringing more immediate results than the most enthusiastic talk by a company salesman and demonstrator.

In the advertising of Western Ammunition an unvoiced recommendation is suggested by means of reference to the very men who manufacture the article, accompanied by photographic illustrations of a worker, in the factory and the same man, out in a field, with dog and gun.

The following copy shows the

trend of the idea:

The men who make Western Ammuni-tion are sportsmen. They not only know how to make ammunition, but how to shoot it, and have learned from personal experience just what you expect, and should get, in the shells and cartridges you buy. They make good use of the many fine hunting opportunities which the location of the plant affords. They also test their products themselves at the trans and shooting ranges and at the traps and shooting ranges and many of them are expert marksmen.

The reader of such copy as this is conscious of a trial performance before he ever experiments with the product himself. Here are workers, in the plant, who use what they manufacture and who therefore are thoroughly aware of the exactions.

A maker of golf clubs and balls has made the same idea the theme of a year's campaign, and it has proved very successful. The copy describes how these factory men, during their leisure hours, play golf, on their own factory course, with the balls and clubs which they themselves produce.

This is the real type of "Men

Who Know" copy.

"The Confessions of a Well-Dressed Woman," is an admirable headline for an advertisement prepared for feminine readers, because the hint is advanced that

here is a message written by a species of super-expert, willing to divulge precious secrets to her sisters. "Some people say it is not wise to be too frank and open in print," is the cautious foreword of the advertisement in question, "perhaps not-for there are many who might misjudge or who might not understand. when one's life has been crowded full of sunshine and shadow, and the sunlight has come, finally, to stay, it is not easy then to be silent. Nor is it fair and just to other women. So I shall be very frank in this little story which I am about to tell you. And if, in uncovering my heart, I may be the means of helping other women and girls to find something of the happiness that has come to me, I shall be very glad."

The advertisement is on the subject of dressmaking, and midway of the quite long story, you are fully aware of the fact that whether the name signed to it be fictitious or not, the writer speaks with absolute, calm authority.

with absolute, calm authority.

The Minute Tapioca Company issued a recipe book, and wished to advertise it in a new and novel Housewives were to manner. understand that it was written out of no mere smattering of knowledge: it represented the And a best advice procurable. was used of a wellpicture groomed woman. turning pages, a whimsical smile on her lips, as she said to the reader: "No man wrote this book."

This was followed by: "Here's how I know: This book is filled with just the sort of things one housekeeper tells another. New recipes for using leftover bits of meat and fish in tempting entrees. Desserts that the children may eat to their heart's content. Little hints on how to make sauces smoother and pies juicier. No man could have thought of including three short articles on feeding children."

An advertiser found it expedient to picture as the heroine of a series of special messages, a trained nurse, of mature years and judgment, who was supposed to have long worked in the "Better Babies Department" of a

national hospital and civic drive. She was in no sense any one woman but a symbol of the work itself, brought to life and embodied in a single, fine type.

Young mothers, throughout the running of the campaign, felt that they were being addressed by a person of superior knowledge. This expert had cared for thousands of babies not one or Thousands of infants had two. come under her charge. No problem but what she had assisted in solving. She spoke out of rare As a consequence, experience. so many young mothers began writing this supposed "expert" for advice along specialized lines, that the company was compelled to find just such a woman to join their organization. Incidentally, it was as wise a thing as they ever did.

There is a difference, of course. between the familiar testimonial advertisement, the advertisement in which some actual person, widely known, is featured, and the plan described in this article. In the latter case, fame has not so much to do with it as experience, and "know how." The approbation of a locomotive engineer, as in the case of a well-known watch, may mean far more than the most extravagant praise from a worldwide celebrity, although it is not asked that the engineers shown be photographs of real railroad men. The mere fact that a great many drivers of engines are partial to a certain make of watch. supplies the desired advertising ammunition. An engineer can't take any chances when it comes to the question of time.

Public respect and confidence, nowadays, goes to the "Person Who Knows." It is an age of specialization. If you wish to get the facts concerning anything, consult an expert in that line or one who is thoroughly familiar with its operations. Such information is more valuable than your personal guesswork, bias, or supposed knowledge.

It is evident that certain advertisers are conscious of these facts and so arrange their campaigns as to allow opinions to come from the "Persons Who Know."



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to the Buyers
of Advertising

an Explanation

See Insíde Pages

Straight Facts about

OUTHER

for Advertising Ag

400,000 net paid guaranteed

ARLY in June the following tement nouncement was made to but heral ad of advertising: "Effective lu 1924. Southern Ruralist circulation be 400,000 net paid guaranteed and advertising rate \$2 per agate line flat

Clients of Southern Ruralist have fully informed regarding this revis They have accepted it with confid and cooperation. It appears, how that certain interests are seeking to turb these friendly relations by setting motion a number of false rumors.

Facts instead of rumors

That such attacks are unwarranted be apparent to all who know Sout Ruralist policies and methods. Neval inds in less we are pleased to make the follow

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URALIST

and Manufacturers

ring tement as a point of information for the but heral advertising public.

thern Ruralist is just completing one An unparalleled on the most exhaustive investigations on investigation the most exhaustive investigations on investigation fat ord for the purpose of verifying the racter of its circulation. Subscription re its are being checked, doubtful names evis poved, and the accuracy of those remainon established beyond dispute at a cost receding \$75,000 for clerical work and tage alone. Our guarantee, therefore. tin I not be questioned by any save those o have selfish reasons for seeking to credit it.

the basis of official audit figures, Confidence of out thern Ruralist has made prompt advertisers evalunds in full to advertisers. Without llo eption, settlements have been satisfac-

tory to all parties concerned; to our knowledge, not a single account has been lost as a result of the situation outlined.

Expansion plans for the future

Southern Ruralist proposes to continue without interruption extensive plans for expansion begun two years ago. A site has been purchased and Southern Ruralist will shortly begin erection of a beautiful new home, which will be, when completed, the largest and best equipped publishing plant in the South.

Far from relinquishing 31 years of leadership in the territory it serves, Southern Ruralist contemplates one action only further progress. It is still and will continue to be "Supreme in the South." You may depend upon that.

The theme of this advertisement has been treated more at length in a booklet, "Facts for the Buyers of Advertising." We will gladly mail a copy upon request.

Southern Ruralist

ATLANTA, GA.

CHICAGO
J. C. BILLINGSLEA
133 W. Madison &c.
NEW YORK

A. H. BILLINGSLEA
343 Madison Ave.

ST. LOUIS
A. D. McKINNEY
1411 Syndicate Trust Bldg.
MINNEAPOLIS
R. R. RING
Palace Bldg.

SUPREME IN THE SOUTH

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What the Adoption of the Dawes Plan Will Do for Business

Six-year Cloud over Business World Will Be Removed

By Alan G. Goldsmith

Chief, European Division, Bureau of Foreign and Domestic Commerce United States Department of Commerce

[EDITORIAL NOTE: The unsettled reparations question, which has been hanging ominously over the business world ever since the war stopped in 1918, at last approaches a settlement. The Dawes plan was virtually accepted at the London conference, which was concluded last week. Unquestionably the Dawes solution will go into effect as soon as Germany takes the necessary legislative steps.

Alan G. Goldsmith, Chief of the European Division, Bureau of Foreign and Domestic Commerce, of the Department of Commerce, summarizes in the current

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Alan G. Goldsmith, Chief of the European Division, Bureau of Foreign and Domestic Commerce, of the Department of Commerce, summarizes in the current issue of "Commerce Reports" what will be the likely effect of the adoption of the plan of the board of economic experts, which was headed by General Dawes. Mr. Goldsmith says that at present the volume of world trade is only 80 per cent of what it was in the pre-war days. While it is not expected that the adoption of the Dawes program will immediately restore this lost 20 per cent, still it should at once help the commerce of the world. Here's an abridgment of Mr. Goldsmith's analysis.]

THE London Conference, just finished, has adopted the report of the First Committee of Experts, generally known as the Dawes plan, as the basis for future reparation policy, and the financial, economic, and commercial development of Western Europe will now hinge to a great extent on the execution of this plan.

The Dawes committee had for its object the stabilization of German finances and the balancing of the German budget. In connection with these aims it evolved a plan for reparation payments which was to insure the delivery by Germany, on reparation account, of the maximum that it could turn over to the Allies without undermining its financial structure. Administrative machinery was established for the purpose of carrying out these purposes, and certain sums were fixed upon.

The American business man who is doing business with

Europe, and particularly with Germany, is fundamentally interested in the effect of permanent German stabilization, as brought about by the plan, on the business and industry of that country. Details of the plan itself might be amended and figures modified according to future developments, but, so long as the basic fundamentals of the plan are unchanged, business is only theoretically interested in such modifications. When the basic machinery itself begins to function it will have a fundamental effect on the economic character of the entire area, with a direct bearing on business.

Naturally financial stability in Germany will bring with it increased productivity and increased competitive ability in industry. Competition will, however, be on a sound basis and not artificially stimulated by depreciating cur-German industries carry a burden of bonded indebtedness similar to that which they carried before the war, the tax burden will be at least equivalent to that of the allied countries, and railroads under private ownership will be run on a sound, economic basis, so as to contribute toward reparation account.

On the other hand currency stabilization in Germany will bring with it increased ability to consume foreign goods in Germany and also in the other areas affected by reparations and a revival of world trade in general, in which the United States should have its share.

Before the war Germany existed by importing raw materials, converting them into manufactures with German labor, and exporting the finished products to the markets of the world. Its total

imports in 1913, the most prosperous pre-war year in foreign trade cost Germany 10,769,700,000 gold marks; its exports netted 10,097,-200,000 marks, thus showing a deficit in Germany's visible trade of 672,500,000 marks. However, its invisible exports, most prominent among them being returns from shipping and income on foreign investments, enabled the Reich to equalize its unfavorable visible trade to such an extent that its total balance of payments came to about 1,000,000,000 gold marks in Germany's favor-a considerable amount, to be used primarily for further investments abroad. As 1913 was the most favorable year in the history of the country, it is evident that these figures were not attained over any extended pre-war period.

In pre-war days Germany was about 80 per cent self-sustaining in foodstuffs. In addition to importing large quantities of raw materials, it had to bring into the country 20 per cent of the food supply necessary to support the

population.

The war and the financial collanse that followed brought about a tremendous change in the Gerlost Germany Alsace-Lorraine, containing primarily iron ore and potash deman situation. posits, and large parts of Posen, West Prussia, and Pomerania, primarily agricultural lands. Part of Schleswig, also agricultural, went to Denmark, and a big proportion of the coal reserves of Upper Silesia went to Poland as a result of the plebiscite. Under the peace stipulations Germany lost 10 per cent of its population, 12 per cent of its area, 26 per cent of its coal, 75 per cent of its iron ore, 70 per cent of its zinc ore, 15 per cent of its wheat and rye, and 16 per cent of its potatoes. The Saar Valley, with its coal, is to be administered by the League of Nations for a period of fifteen years, after which a plebiscite will be held.

Stabilization in Germany eventually will bring with it greater productivity and greater competitive power. The present low ebb in no way reflects Germany's potential capacity. A financially stabilized Germany will be able to use to its own advantage and also to the general betterment of the European situation its industrious population, technical skill, and material resources. On account of the depreciation a great proportion of German profits has been going into building and plant construction, and there has been a great improvement in the German industrial machine since Such improvements were not occasioned by the imperative needs of the industrial situation, but, rather, were used as a means for converting paper-mark profits into commodity values before continued depreciation wiped them out entirely.

INDUSTRIAL REACTION

The Rentenmark stabilization temporary as it may be, has already demonstrated the reaction of such a policy on industry. The German industrialist today finds himself with a surplus of fixed assets and a tremendous shortage of fluid working capital. Working capital will be needed not only for the stabilization of the Reich's finances but for execution of the reparation program and also for industrial operation. The new bank and the stabilization in general brought about by the effectual operation of the Dawes plan will make it possible for German industry with proper working capital to expand on a sound hasis.

This greater productivity will of necessity mean larger imports of both raw materials and foodstuffs. During the post-war period, in spite of its proportion of losses agricultural territory, Germany, which should have been on a 70 per cent basis so far as independence in foodstuffs is concerned, has actually lived on the basis of producing internally 80 per cent of its needs, as in pre-war times. This proportion has been maintained at the expense of the industrial population, which has evidently been living on a starvation basis. Under normal living conditions it can be assumed that Germany's consumption of

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LET IT STAND. When you have found a printer whose workmanship is excellent, whose ideas are splendid, whose advice is sound, whose deliveries are prompt, with whom intercourse is delightful—a printer who is not always right, one who is human enough to make a mistake and sportsman enough to admit that he has made a mistake—then let it stand at that. No use looking further. If your printer is not all this—but modesty prevents our pursuing the theme further.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

outside foodstuffs will increase. Territorial losses will occasion greater imports of outside raw

materials as well. Experts have shown that, in order to make the Dawes plan effective, Germany must create surplus balances abroad which will make it possible to transfer into foreign currencies sums accumulated in the bank of issue for the credit of the Allies. It has been indicated that this can be carried out only by a combination of three factors-a general increase in world trade, in which Germany will have its proportionate share: a considerable increase in Germany's proportion of world business: and a conversion of the German industrial machine so that with a minimum value of imports Germany can produce a maximum value of high-grade manufactured commodities. Some conversion in the German indus-trial plant has already occurred, and unquestionably German exports of both goods and services will show increases. However, the artificial advantage enjoyed in the past by the German producer will disappear under the Dawes plan. The problem of depreciating exchange which enabled the manufacturer to undersell his foreign competitor because of the slowness of the internal adjustment of labor and other factors to the newly established exchange value has been eliminated. The further advantage to German producers due to the wiping out of bonded indebtedness by payment obligations in depreciated paper has been taken care of in the plan itself. German industry will compete with the same overhead of bond service as it had before the war.

Before the war, as has been stated above, Germany's visible exports amounted to something more than 10,000,000,000 gold marks. According to German statistics, unreliable though they may be, exports in 1923 amounted to only 6,079,154,000 gold marks. World trade is at present only around 80 per cent of the pre-war volume. The increase in consumption power of Germany, together

with the rest of the world, will bring with it a growth in world trade in general and the possibility of an increasing quantity of German goods being placed on the markets of the world without undue hardship. The contrary was shown in this country during the depression of 1920, when, because of the decrease in our production and trade, the importation of German goods, amounting to only 50 per cent of the pre-war volume, was distinctly felt.

German industry reflected the Rentenmark stabilization of last November in a decided increase in the imports of goods into Germany. and in a stimulation of the domestic market. The financial stabilization as effected by the Dawes findings will affect the German market in a similar manner. The lag in the internal readjustment however, meant that German wages were high and that production costs generally were so out of line with world costs that, as a result, German exports fell off. This was again reflected in German imports themselves which, in a country of this type, are closely related to exports. The German production system will have to go through a readjustment period in order that, by means of increased sales, possibilities may be open for increased consumption of outside goods.

Whether or not Germany is able by its increasing exports of goods and services to accumulate foreign credits sufficient to transfer payments to the extent anticipated in the Dawes report does not directly concern the American trader. It is however, vital to know that a stabilization in Germany will probably mean an increase of Germany's consumption not only of American goods but of goods of other nations purchasing American commodities. Increased German consumption of Brazilian coffee and Chilean nitrates will mean growing opportunities for American exports to America and will improve American business conditions in the same manner as will direct increases of German consumption of American copper, cotton, and foodstuffs.

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GET ACTION

"CREAM" "WHOLE MILK" "SKIM MILK"

-That's what the inhabitants of every town are comparable to.

Cream, the upper class—whole milk, the strong middle class—skim milk, the mass.

In Cincinnati, The Enquirer covers the "Cream" and "Whole Milk" classes like the fog covers London.

Fall campaigns are scheduling The Enquirer in the Cincinnati Market.

I. A. KLEIN Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

Glenn Griswold, editor, Chicago Journal of Commerce, says:

"Minnesota is particularly fortunate in this respect. Probably no other state in the Union can report the average of all its crops at so high a percentage of the normal or the ideal as this state. The prospect is that the cash return per acre and per farm this year will be larger than for many years in the past."

Here is the Way One Large Concern is Cashing in on this Favorable Situation.

Four out of five of the U. S. Champions among the Branch Houses of the International Harvester Company on the basis of number of dealers awarded prizes in the cream separator sales campaign recently closed, are in the Northwest.

The Northwestern district leads all of the districts in the United States.

Seven out of fifteen of the champion blockmen in the campaign, work out of Northwestern branch houses.

Take a tip from the Harvester Company. Speed up your sales effort in the Northwest. Intensify your advertising with a campaign in The Farmer.



The Northwest's Only Weekly Farm Paper

Western Representatives: STANDARD FARM PAPERS, Inc. Wallace C. Richardson, Mgr. 1109 Transportation Bidg. Chicago



Eastern Representative
WALLAGE C. RICHARDSON, In
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Largest Farm Circulation Covering the Northwest

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Using Facts as Bait in Small Copy

Out-of-the-Way Items of Interest Are Almost Universally Appealing

By Richard Surrey

CAMPAIGNS designed on the frequently are most often developed by a manufacturer of a single product, who determines that "reminder" copy is all he

The Mandishments of ambitious advertising men, who would like to see the campaign "making a noise," are of little avail when such a determination is strongly held. Big, attractive layouts and reams of strong, meaty copy only aggravate the self-willed manufacturer.

"Take 'em away!" he vells. "All I want is to say 'Boggs' Blanks Are Best!' every second day in the largest list of papers that the appropriation will buy.""

The defeated advertising enthusiast retires. He sulks for about thirty-six hours; but along about noon of the second day he shakes off the blues and has a good laugh at himself. "I should worry." he chirps. "If that's worry." he chirps. what he wants we'll give it to

And for the first time he begins to think in terms of pigmy space, three inches or so, single column. Toward the middle of the afternoon his enthusiasm revives. He covers a score of pieces of paper with diminutive layouts, and by the time the office closes he is in the frame of mind to remark to a colleague, as they go down to-gether in the elevator, "Say, Walt, we're going to have the niftiest small-space campaign for Boggs you ever saw in your life. Knock

your eye out." And the next morning he sits down with an artist to evolve a series that shall dazzle the vision of the Great American Public.

Shorn of his enthusiasm the orn advertising man can do nothng. The job he is working on must be the most important in the miverse. A few weeks later he may regard his masterpieces with a lofty sneer; but in the pangs of their conception they must be nothing short of prodigies.

"The business of progressives." wrote Chesterton recently, "is to go on making mistakes. The business of the conservatives is to prevent the mistakes being cor-rected. . . Thus we have the two great types—the advanced person who rushes us into ruin. and the retrospective person who admires the ruins."

Translated into terms of advertising this means that through repetition and imitation a new departure in advertising soon becomes an arrival. The innovator goes on innovating-in other directions - while his innovation becomes stereotyped, is accepted into the tacitly approved body of advertising practice, and is eventually defended against the latest and most impudently novel of the same innovator's productions.

Something like this occurred in connection with small-space ad-vertising. When unconventional design became conventional in single-column copy, the tendency of the innovating mind was to seek unconventionality in a dif-

ferent direction.

THE FREAK FACT ARRIVES

progressive advertising man said to himself, "Dots and blobs and triangles are getting too common. How shall we attract attention, now? What is more compelling than the freak?"

Echo, resounding from the ends of the earth, answers, "Nothing!"

The advertising man salaams to the inexorable. His lissome mind does a neat somersault. "If the freak picture is played out," he cries, "let's try the freak fact!"

And thus, a new fashion-the fashion of baiting single-column copy with quaint little morsels of out-of-the-way knowledge - has become well established. In addition to scores of isolated ex-

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York Cit havest amples, there are eight or ten current campaigns of a distinctly serial character, in which the lure of strange and unusual facts is substituted for the agonizing angles and wobbly lettering of the old-style pigmy advertisement.

Easily the most remarkable of these new-fashioned campaigns is the series now running in newspapers, signed with the single word, "Childs." Apart from this word, which is hand-lettered. there is no artwork in any of the series. The advertisements occupy four and a half inches, single column. One-line headings are used, and the body matter is set in upper and lower of the same size. The text is extremely interesting: as witness:

As a Man Ears
Four hundred years before the
Christian era Hippocrates, the father of

medicine, announced his belief: That all men are born with the same

mental capabilities,
And that what they develop into later depends almost entirely upon what they eat.

In harmony with this belief every pared.

The New York or Chicago commuter might easily acquire a classical education in small daily

doses from these advertisements. Frank A. Hall & Sons, bedding specialists, of New York, have also gone to some trouble to dig out interesting facts for a series of small-space advertisements. These, however, although only inches deep, are illustrated. they are less unusual in that the facts concern the raw materials entering into the manufacture of their products.

One tells how "the riders of the Pampas in distant Argentina cut out from great round-ups of wild horses those having the longest manes and tails-the best material for superior grade Pure Horse Hair Mattresses."

Another relates that "from Naples are shipped bales Italian hemp to be made into stoutest twine for lacing and knotting together the steel wire spirals of the famous 'Hal' Box Springs."

The National Lumber Manufacturers Association is just now running a series of advertisements of diminutive size, headed "Lumber Facts." These are five inches deep, single column, set throughout in Cooper type within an unobtrusive border. The only artwork is the hand-lettered phrase, "Use Lumber." The type of facts disseminated is indicated by the following:

The sawmills necessarily produce large quantities of lumber shorter than eight feet. Buy the cheaper "short lengths" for short uses and help reduce costs and conserve the forests 10 per cent.

One of the most attractive smallspace campaigns now running, at from the typographical standpoint, is the advertising of Ferris Hams and Bacon, A small illustration is repeated at the top each advertisement, with a catchy heading underneath that gives plenty of variety to the series. The text is not always centred about the kind of facts that we have been noticing. One advertisement that comes close to this category was headed. "If Dickens lived now." The copy read. "Dickens tells how the young Cratchits crammed their spoons in their mouths to keep from shrieking for goose. To-day the little Cratchits would be unable to resist the savory glories of Grill Room (sliced) Bacon. They would shout for it!"

Finally, there is a single-column series now appearing for Comp-Pictured Encyclopedia, which also imparts separate morsels of information in each advertisement, such as:

BIRDS THAT LOOK LIKE MEN Nature's best caricature of the pompous little fat man, "all-dressed-up-and-no-place-to-go" is the penguin. When you meet him with his lodge brothers standing, flat-footed and wistful, on some standing, nat-tooted and wistrui, on some lonely strand, you feel like slapping him on the shoulder and saying, "Cheer up, old man; the market's looking up." If you're not much of a globe-trotter,

one easy place to get on speaking terms with penguins—and everything else under the sun—is in the pages of Compton's Pictured Encyclopedia.

The use of "facts" in this kind of advertising is more to be expected, and the example quoted here is included because in the employ of such a product it is



How much will it cost?

The higher executive reserves the right to spend his own money

IT may not take him long to say" Yes" or "No", but either answer is final

There is less chance of a last minute misunderstanding when you have spread your sales arguments directly before him in his own magazine

NATIONS BUSINESS

Washington
155,000 Circulation (Member A.B.C.)

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admirably free of that dry-as-dust note which might easily have been sounded

Thirst for a certain kind of knowledge—the knowledge of quaint, odd, romantic or scandal-ous facts—is very prevalent in these times. And these small-space advertisers are obviously riding the crest of the wave, baiting their copy with freakish facts which, in their present mood, the public is liable to snap at, even though the hook, in the shape of the advertiser's signature, is not less constituous than formerly.

Hot After the Farm

NE company that has been quick to see an opportunity for increased sales in the farm field because of the fact that American farmers this year are likely to receive a billion dollars more for their crops than last year is the Kaustine Company, Inc., of Buffalo, manufacturer of septic tanks for sewage disposal. News of the shortage of wheat and other crops and the tendency to rising crop prices came just about the time the company was making its fall and winter advertising plans. This resulted in a decision to increase its advertising in farm markets approximately 50 per cent over last year, supplemented by greater sales efforts in this field.

For several years the sales of Kaustine septic tanks to farmers had been negligible. Last year the company launched a small campaign in farm papers as it has always considered the farmer .a large potential market in spite of the fact that the bulk of previous sales had been in small towns and suburban communities which do not have city sewage disposal systems. It had early proof that the farmer was in a more prosperous condition in the fact that sales during the spring and early summer were greater than had been anticipated from this limited

campaign.

The Kaustine Company has found that small, single column advertisements in farm papers,

supplemented by an occasional quarter page, get the best results for its product and this system is to be followed in the campaign which starts in September. The increase in the advertising is in the number of papers used this year compared with last.

In addition to the increase in farm paper advertising, the Kaustine company is increasing its direct mail advertising to the farm market approximately 75 per cent. F. E. Wilson, president of the company, believes that on account of the prospective prosperity of the farmer, this additional advertising effort will enable the Kaustine company to break into its farm market a great deal more easily and rapidly than would a similar expenditure of money and effort in normal times.

Mid-West Advertising Managers Meet at Wichita

The fourteenth semi-annual meeting of the Mid-West Newspaper Advertising Managers Association, held at Wichia, Kans., last week, was attended by more than thirty members from Kansas, Missouri, Minnesota, Oklahoma, Nebraska, Lowa and Arkansas.

A Saturday of touring, with golf and swimming at the Wichita Country Club, was followed by a Sunday at a camp south of the city, where an informal business session was presided over by the president of the organization, Knowlton Parker, advertising manager of Kansas City Kansan. Several problems of the advertising manager of modern daily newspapers were discussed and a number of plans for improving the service rendered to advertisers were approved.

New Company Buys Johnson City, Tenn., Newspaper

The Johnson City, Tenn., Staff and Chronicle, published by the Chronicle Publishing Company, and the Evenis News, published by the News Publishing Company, have been bought by a necompany which has been formed in the city under the name of Appalachian Publishers, Inc. The Chronicle will be continued as a morning newspaper. In Staff and the News have been merged as the Staff-News, which will be issoil evenings. On Sunday a combined pape will be published.

Elwood Star Ela Dead

Elwood Star Ela, founder and pallisher of the Manchester, Conn., Heraldied at his home in that city last wet Mr. Ela was sixty-five years old. If founded the Herald, an evening new paper, as a weekly publication in 188

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ead and pub Herold old. He ng news in 1881 Here's one for The book!

Increasingly large editions of TRUE STORY—together with increasing advertising lineage-make it necessary for us to advance the closing date of TRUE STORY advertising forms to the seventeenth instead of the twentieth of the month as heretofore.

That is to say—December TRUE STORY will close Sep-

tember 17th, etc.

We cannot guarantee corrections on proof unless copy is in our hands at least five days before closing date.

900,000 Bales of Cotton for Alabama

THE government cotton report issued on August 8 indicates a 900,000-bale cotton crop in Alabama, the largest since the boll weevil entered the state ten years ago.

It is conceded to be an ultra-conservative estimate. Experts in the state believe the total will range between a million and a million and a quarter bales, well over twice the size of last year's crop.

A good cotton crop makes The Birmingham News' statewide circulation all the more valuable to advertisers.

The News gives you 100 percent coverage in the South's largest industrial city and then reaches into every county in Alabama. It has the only Gravure Section in the state and a circulation more than twice that of the second paper.

There's going to be good business in Alabama this fall.

NET PAID CIRCULATION

DAILY 76,000

SUNDAY 87,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

KELLY-SMITH CO. New York NATIONAL REPRESENTATIVES

J. C. HARRIS, Jr.

Atlanta

KELLY-SMITH CO

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Selling Consumers through 330 Branches

Why the Holland Furnace Company Redrafted Its Selling Plans and Eliminated Dealers

By Dana Hubbard

THE story goes that there used to be a farmer who teamed up an ox with a Missouri mule to do his plowing, cultivating and other farm work. One summer day that promised to be a scorcher the ox decided that he would like to stay in the barn and loaf. "When the old man comes to hitch up this mornin'," he said to his partner, "tell him that I don't feel so good today. I've got a powerful mis'ry in one of my shoulders, and a little rest ought to fix me up."

"All right," said the mule. So that day he went out alone.

When night fell and the mule came back to the barn pretty well tired out the ox was a little anxious. "Well, Mule, how did it go?" he inquired. "Did the old man say anythin' about me?"

"Wuz awful warm out there in the fields today brother," replied the mule, "but the work had to be done, I guess. Nope, I didn't hear the boss say nothin' about you."

The little game went on a second day and a third. So the ox planned to work his dodge one last time. On the night of the fourth day he inquired uneasily, "Well, Mule, how did it go? The old man said something about me today. I'll bet."

today, I'll bet."
"Well, it wuz terrible hot again today but the job had to be done," the mule answered. "Nope, the old man didn't say a thing to me about you. But I saw him havin' an awful long talk with the butcher."

It is now sixteen years since the Holland Furnace Company of Holland, Mich., had a long talk with the butcher concerning one of its original sales policies with which it had started in business. That policy was selling furnaces through dealers, such as hardware merchants, who seemed to know little or nothing about installing, and sheet metal or roofing contractors who were often secondrate salesmen and merchandisers.

Looking back over those sixteen years and the sales record of the company during that time, it is plain that the talk with the butcher stands out as a turning point in the marketing career of the company. From the time that it was decided to drop the dealer and adopt a distributing plan, over which the home office could exercise control, sales gathered momentum. Somewhere in the old plan of marketing through the dealer there was a serious loss in power which called for drastic treatment.

Once the dealer distribution method was diagnosed as a weakness the company amputated. Then it organized its own factory branches. Today there are something like 330 of these branches, owned and operated by the company. They are the exclusive retail distributing points for Holland furnaces.

May any of the foregoing state-ments be interpreted as meaning that a general indictment can be brought against dealers in any one field with likelihood of success? Would it be possible to assemble anywhere an unbiased jury com-posed of manufacturers, distributors and consumers that would return a true bill directed against the dealer method of getting merchandise into the hands of the ultimate user? Assuredly not. Yet many manufacturers have found it necessary to travel along in low gear now for months because of irregularities in the way their products are sold. Holland Furnace Company's success-its sales for 1923 were well over \$10,000,000-with the dealer

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completely out of the distributing plan is too relevant and highly significant to leave out of any

dealer discussion.

Now when a manufacturer has a product or a line of products which must be merchandised with a high degree of sales and advertising skill and which seems to demand a technical background for the proper kind of retail selling. it is not an uncommon thing to find dissatisfaction with dealer representation. In such cases it is evident that dealers must be schooled. They are pretty certain to want selling helps which can run into sizable expenditures. Perhaps in order to get results part of the advertising appropriation will have to be diverted periodically to "influence the dealer," and when results are not forthcoming it may be necessary to transfer franchises from the weak sisters to other retailers who look like a better risk. In many lines anyone who can lift a sight draft can become a dealer, a situation which leads to price cutting, unprofitable deals and all sorts of stupid competition which in turn makes it difficult for the real dealer working on a merchandising basis to get by. Of course it all backs up on the manufacturer as a penalty for his decentralized control.

It did not take long back in 1906 for the Holland Furnace Company to get a very fair dis-tribution for its product through the usual dealer channels, C. D. Karr, advertising manager of the company, told PRINTERS' INK recently. In spite of this, furnaces did not sell as rapidly as everyone thought they should. basic trouble was that the dealers who became Holland representatives had plenty of other things to do, plenty of other lines to push that prevented putting much effort back of Holland furnaces. Another flaw, and the most serious one in the dealer plan, was that dealers either did not know how to install furnaces or they did not know much about selling.

"In 1908 we reduced our distribution to the city of Holland," said Mr. Karr. "We began installing furnaces with our own men, training them as best we could at the time. Naturally with the years we have developed better and better ways. Today they are nominally and actually scientific men, heating engineers."

When the market in Holland began to show signs of being able to absorb no more furnaces for a while, the company jumped over to Grand Haven, Mich. Then to Grand Rapids, Battle Creek, Kalamazoo and Benton Harbor, putting the full force of its selling on one city at a time and working out spiral gradually unwound itself until about five years ago the smaller cities of the five States around Michigan had been covered as intensively as they could be without advertising. There was no tendency then, and none has since developed, to bite off great slices of territory which could not be assimilated and served properly. The nibbling process showed better dollar and cents results, and by 1919 the company was recognized as having grown to one of the largest in the field of house heating.

COST OF "SELLING" DEALERS ELIMINATED

In explaining how the Holland Furnace Company controls its distributing machinery it must be emphasized that this company does not consider that it has eliminated the dealer. It has replaced him. "What the company eliminated was the expense of selling to the dealer," says one of the Holland sales executives. "We established factory branches, putting our plan into operation very slowly indeed and setting honest quotas for these branches. The cost of selling furnaces to these branches should be and is practically nil. Now it costs, I should say, about 121/2 per cent for most manufacturers in our line to sell the dealer. On the basis of our own sales for this year that would mean more than \$1,000,000. That \$1,000,000 can be put back into our product to keep it up to the five-year guarantee bond which we give and to advertise it. Our situation is just about what it would be if all dealers

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William J. Boardman, Vice president George Batten Co., says:

"More and more the farmer is driving to the city to spend his money; more and more the dweller in the village or small town is going to the larger town, where he can find a greater range of selection in his buying."



This Block Long Department Store Indicates the Importance of

DES MOINES

98 9

RETAIL CENTER

Younker Brothers' Department Store in Des Moines has just doubled its floor space and now occupies a block long store of six floors and basement.

The rapid expansion of the volume of retail business in Des Moines confirms the judgment of Mr. Boardman.

Des Moines is attracting shoppers by the thousands from all over Iowa.

There's more business waiting for you in Des Moines and Iowa—

Be sure

The Des Moines Register and Tribune is on your list.

Net Paid Circulation 144,011 Daily and 132,593 Sunday for 6 Months Ending March 31.

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Mrs. Katherine M. Cook, chief of the Rural Educational Division, U. S. Bureau of Education says:

"More and more farmers are asking that the best we know in educational practice be extended to their children. "*" Witness the magnificent buildings which are springing up in the open country in every state—the increasing number of counties centralized in which all children attend modern consolidated schools.

There is at present a noticeable tendency toward increasing the size of consolidated school units. * * * Extension of the good roads movement is facilitating this tendency. * * * We know now it is possible to extend adequate educational facilities to rural communities."

School teachers are progressive, well paid young women who are responsive to all modern methods and fashions.

Normal Instructor-Primary Plans with 84% of its 160,000 circulation among schools in towns of 5,000 or less, is the most effective medium for reaching this great market which is becoming more profitable each year as the old schools and methods give way to the new.

We have information about this field that will be valuable to you. Write for it today.

F. A. OWEN PUBLISHING COMPANY, DANSVILLE, N. Y.

CHICAGO
1018 So. Wabash Ave.
C. E. Gardner
Advertising Manager

as city schools.

NEW YORK 110 West 34th Street George V. Rumage Eastern Representative

MORMAL INSTRUCTOR

and PRIMARY PLANS

FOR TEACHERS OF ALL THE GRADES AND OF RURAL SCHOOLS

NORMAL INSTRUCTOR

Member Audit Bureau of Circulations

bought from the manufacturer on a cash and carry basis with the knowledge that whatever they bought would sell itself, except we finance our factory branches. Our factory representative is in fact, if not in name, a retail dealer, but he does business under our company name. He is instructed, financed and controlled by us. He sells only one product, ours, which he knows perfectly. And it costs us nothing to sell to Why, we maintain only one traveling auditor to keep all our accounting systems in

In its advertising the Holland Furnace Company has consistently said that its business is to sell and deliver a complete heating service -not just a furnace. That demands specialized knowledge on the part of the man who sells the home owner, so the company maintains a training school at Holland. The important point, which is of more than restricted interest in connection with this training, is the way in which the training at the home plant is followed through without any let-up. For example, every salesman is required to make a plan of every heating job that he sells, regard-less of how much experience or knowledge he may have acquired as an individual. He may be an expert, but he draws up his plan and sends it to the home office the company's engineering staff to approve before the sale goes through. Naturally the knowledge of this detail is not without its effect on the purchaser, but the principal aim of the procedure is to make sure that every installation job merits carrying the five-year guarantee bond of satisfactory performance that the company issues. So far as the individual salesman or factory representative is concerned—well, it is easy to see where the control of selling methods and policies must rest under such an arrangement. There can be no question as to where the balance of power is located. The home office is boss. Each of the company's twelve district managers can devote his entire time to seeing, first that the factory branches make money and second that customers are pleased instead of fretting about the number of calls that his men should be making on dealers and other details. The manager of the district territory which includes Chicago, its suburban towns and a big part of Illinois told the writer a few days ago that out of 4,428 furnaces sold in this territory last year there were but two complaints serious enough to be brought to his attention.

Up to 1918 the Holland Furnace Company did not advertise to any degree. "We actually began advertising to see whether it would pay," said Mr. Karr, "using full pages much against the advice of some advertising men. We were at that time entering the Chicago market, for we had left the large cities to develop until after we had developed the smaller ones. Chicago market was made much easier for us by newspaper advertising, and we naturally followed it up very closely with our men. Sales in this market were \$145,300 in 1919. For 1923 they were well over \$1,000,000. After the first year of advertising in Chicago the company began to open up other territory with newspaper advertising, following its practice of using full pages about once a month, regularly winter and summer. boom times and hard times. Holland page now appears each month in about forty cities.

ADVERTISING UPHOLDS REPUTATION

"There is nothing more interesting to me in advertising," Mr. Karr added, "than the reputation it can make for representatives to live up to. During the time that our full pages have been appearing we have published a house-organ representatives OUT month. As one feature of this I have written articles telling what the advertising is aiming to do, how the men can best work with it and repeatedly reminding the men that their reputation is being told to many millions of people, which not only makes it necessary for them to live up to that reputation but gives them a protection against the possibility of having a Holland representative near them

Aug.

who is not representing Holland as he should.

"During this same time we got out a special catalogue. This book, too, is largely about the institution. It has been loaned to prospects instead of given to them, and there are obvious sales advantages

in loaning it.'

Two years ago the Holland Furnace Company checked up on every furnace which it had sold since it began business in 1906. Such a checking back on the activities of former years, of itself, represents an interesting and significant little current in the stream of business. marking once more, as it does, the passing of the caveat emptor era. A manufacturer generally learns a lot about values and frequently turns up some readable advertising copy when he goes excavating around his own historical backyard. The Holland people dug back into the past to learn what they could about the records in service of their furnaces and to establish greater good-will for Holland men. To make this more than a simple good-will gesture the company inspected, cleaned and painted the front of every Holland furnace in use. An assignment of that kind could hardly have been handled through dealers with any Some compensation uniformity. for dealers would have been necessary to insure a proper carrying out of the manufacturer's wishes, and there would have been all sorts of variance in interpreting instructions.

What an advertiser must make apparent to the prospective purchaser through his advertising and through his distributing channels is the dealer's and manufacturer's outstanding sense of responsibility for the product, especially when the product sells for more than a few dollars and is subject to more than nominal competition. So far as the Holland Furnace Company's experience with dealers went it was not possible to bring to them a realization of the value of seizing the responsibility for delivering a complete heating service. The manufacturer was one unit in ren-dering this service. The dealer was quite another separate unit

with many more things than Holland furnaces to occupy his time and thought; even though his attentions were of the best he was not able to give the service that the company felt it must have

Someone must necessarily be the master of every marketing situation. Shall it be the manufacturer who is turning raw materials into finished products and giving those products greater utility by advertising them? Or shall control rest with the retail distributor who, although he adds certain utilities to the goods that he stocks and sells, is seldom willing to accept the responsibilities that ought to accompany control? Outside of the field of what are commonly known as convenience goods those questions have to be answered sooner or later by most manufacturers.

Ties Up to Advertised Product by Change of Name

Adopting the trade-name of its advertised product, the Weir Stove Company, Taunton, Mass., has become the Glenwood Range Company. The company has been manufacturing Glenwood range since 1878. Through many years of advertising these ranges have become very well known while few people remember that they are the product of the Weir company. After carefully considering this fact it was decided to change the name of the company so that it would be more closely identified with its product in the mind of the public.

In a statement to the trade the company said: "The name 'Glenwood' has had nation-wide publicity, and we believ that our prestige will be greatly increased in our advertising, as well as by our correspondence and other communications, by the adoption of the name Glenwood Range Company."

The ownership, management and policy of the company remain unchanged.

Coal Saving Device to Be Advertised

A campaign is being planned by The Anthracite Economies Company, Philadelphia, to advertise a device that will be sold under the name of "Inducta" This advertising will appear in sections where anthracite coal is consumed. It will inform the public that by installing an "Inducto" in hot-air, steam or low water heaters it will be possible to burn Buckwheat coal, a small anthracite size, which will lower the cost of coal bills. The Theodore E. Ash Advertises Agency, also of Philadelphia, is directing this account.

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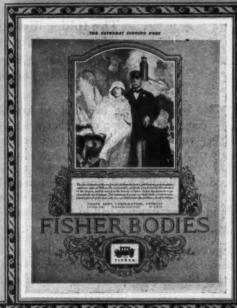
New York

Cleveland

Toledo

Mac MANUS

Incorporated



Identified in a most impressive manner with such notable and outstanding advertising successes as: Hupmobile, Packard, the good Maxwell, the Chrysler Six, Fisher Bodies, Champion Spark Plugs, Gabriel Snubbers, Lockheed Brakes, Sewell Cushion Wheels, Wayne Tanks and Pumps Garland Stoves & Furnaces, Ypsilanti Reed Furniture, Capitol Boilers, Kelvinator Electric Refrigeration, Humphrey Radiantfires, Wayne Water Softeners, Honeywell Heat Regulators, Osborn Brushes Clauss Cutlery, Whitman & Barnes Twist Drills and Reamers, James Valves, Champion Switches, Jeffery-Dewitt Insulators and others.

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What Is Y M Sellingro

The folder illustrated of the co advertisements that ha dillion goods. They show who copy fifty widely varied acco

O break into an oversold market—to overcome the objection of higher price—to sell a larger volume of goods at a lower cost—to dispose of a big stock in a short time—to sell goods that "couldn't be sold"-to market a brand new product in double-quick time—these are only a few of the many difficult problems which Ruthrauff & Ryan selling copy has had to solve—and did solve.

Twelve years of intimate contact with, and full responsibility for solving the selling problems of scores of the leading mail-order advertisers have made this agency a clearing house for the most highly perfected mail-order practice.

We have checked the keyed returns from millions of dollars' worth of advertising and watched the relative pulling power of nearly every known appeal. Each new piece of Ruthrauff & Ryan copy is built upon this organized experience. And our success in producing consistently profitable selling ideas and copy has made this agency the largest of its kind.

Ruthrauff &

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Chicago: 225 chig

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Mail-Order roblem?

ed to ge contains fifty mail-order of the fillions of dollars' worth of what copy appeals have done for according we send you a free copy?

We are continually testing out for our clients new ways of selling by mail—new twists to approval and c.o.d. offers—new inquiry-producing plans—special sales—and other methods—as well as writing the kind of copy that gets the most

sales out of such plans. And it is remarkable how many businesses have doubled and tripled their sales and profits as a result of these experiments.

If you have a mail-order selling problem and would like to learn more about Ruthrauff & Ryan methods, send for this illustrated folder. No obligation on your part—merely drop us a line. Address either office. And please mention Printers' Ink.



Inc., ADVERTISING

404 I enue at 28th Street

225 chigan Avenue



File For Reference

This Thing, Cooperation, In Joplin, Missouri

National advertisers have two things to merchandise—their product and their advertising. Part of our job is to merchandise that advertising. Close touch with dealers and distributors is almost as important as the advertising itself.

The merchandising staff of The Joplin Globe and News-Herald offers you enthusiastic cooperation in promoting sales in this prosperous trading area of 250,000 population.

Over an average radius of 40 miles The Joplin Globe and News-Herald will carry your story, 33,000 times daily. Mine operators, farmers, tourists, manufacturers and others contribute to a total purchasing power of almost \$150,000,000.

Intelligent cooperation secures maximum returns; makes the profitable Joplin market even more profitable.

THE JOPLIN GLOBE AND NEWS-HERALD

(A. B. C. Members)

E. Katz Special Advertising Agency
New York Chicago Atlanta Kansas City San Francisco

When the Window Trim Can Help the General Advertising

Definite Schedule for Dealer Is Desirable, Otherwise Co-operation May Fail

WILSON & CLARK BOSTON

Editor of PRINTERS' INK:

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Editor of PRINTERS' INE:

Will you advise us of the publication dates of articles that have appeared in PRINTERS' INE and PRINTERS' INE MONTHLY, dealing with dealer window trims linking up with seasonal newspaper advertising? We wish to determine the value of a "week" of window trims released simultaneously throughout the entire territory or of window trims released at the dealers' discretion sometime during the period of the advertising campaign which is of ten or twelve weeks' duration. The product is generally sold by more than one dealer in a town and is a recognized "slow-mover."

WILSON & CLARK

J. S. WILSON.

MANUFACTURERS who have the most success in obtaining dealer co-operation have just about concluded that the one sure-fire way of not getting a thing done is to leave it to the dealer's discretion. In matters of the kind brought up by Mr. Wilson the manufacturer has to k. This is not a fair di-of the do all the thinking and most of the work. Neither is it theoretically correct. But long ago manufacturers became reconciled to their fate. Some of them do not exactly fancy the situation, but at least they are relieved from uncertainty and this helps some.

All this is said without the least prejudice against the average retailer, for whom we have a genuine and deep admiration. We have said repeatedly in these columns that a man who can and does make a success of retailing these days requires no apologies to be made for him by us or anybody else. Despite his many shortcomings, he is industrious, resourceful and able. He has to be, or he couldn't last. But he has such a multitude of duties to perform that he is not going to bother very much about things manufacturers leave to his discretion.

Take this window trim business, for instance. Here is one important branch of retail selling activities at which hardly one dealer in fifty is any good. One country retailer of our acquaintance told us recently that he had put in a certain window display in fifteen minutes. The window looked as if he had done it in five. Most retailers in small towns are of the fifteen-minute type, or else they do not trim their windows at all. This is not because they do not realize and recognize the sales-getting value of good window displays. They do, despite a rather widespread idea to the contrary. But they either do not know how to trim windows or lack the time. results are equally bad,

The effectual linking up of good window trims with general advertising campaigns is unquestionably good. But there is only one way on earth to realize it. This is to make out a definite schedule of dates upon which certain trims should appear and then to have the displays of a kind that can be put in place with minimum effort. Advertisers who have gained good results from this kind of co-operation have found it desirable to have the window trimming material in the hands of the dealer a week or more in advance of the appearance of the first advertisement. They tell him the exact date upon which the advertising will first appear in his town and when to put in his display so as to get the necessary hook-up. Subsequent trims are handled in the same way-on an exact schedule with nothing left to chance. Of course not every dealer is going to do his part even when all the thinking and most of the work have been done for him in advance as just described. But a great many will, who probably wouldn't do it at all if they were without the definite

schedule for a guide.

A week of window trims released simultaneously throughout a territory ought greatly to intensify the general effect of the advertising. By specifying dates in this manner, the advertiser will have a much better chance of getting his material used than he would by attempting to sell the dealer on the subject of window trims and allowing him to use the material as he should see fit.

There is only one sure way of getting display material into a dealer's window. This is to put it in. When a dealer asks Libby, McNeill & Libby or Armour & Company for a window display it is not sent him. It is taken to him by a service representative who insists forthwith on putting it to work in the window. Otherwise he will not leave it. though manufacturer. average not having the service facilities of Libby and Armour, can do the second best. This is to prescribe dates upon which the successive displays should appear.

While on the subject of window trims, it might be well to call the attention of manufacturers to another matter which will greatly help in securing co-operation from the retailer. This is to take the trouble to know the small store well enough to arrange display material that it can use to

advantage.

Many windows in country stores are merely glassed-in openings for the admission of light without reference to display purposes. Yet it is a common thing for dealers of this type to be sent comparatively elaborate display material which calls for the use of modern windows, including backgrounds. When a dealer does not even understand what a background is, as is common enough, he cannot be blamed for saying: "The man who made this window trim never saw a store like mine." This is a remark which, with variations, the retail service manager of a certain large concern assures us he has heard hundreds of times .- [Ed. PRINT-ERS' INK.

Canadian Companies Plan to Enter United States Market

The National Manufacturing Company, Ltd., has recently been incorporated under a Canadian charter, with a view to the consolidation of a number of long-established Dominion concerns, including the Cossitt Company, Brockville, Ont., manufacturer of agricultural implements since 1839; the Canada Stove Company, Ottawa, established in 1890; the National Manufacturing Company, Ontario, manufacturer of cream separators and scales, established in 1888, and subsidiaries in Saskatchewan and Alberta.

Thomas Delahay, president of the National Manufacturing Company, was the founder of the old company of the same name, which acquired the five extinguisher business of the Reliance Manufacturing Company in 1917, and the milking machine business of the McCartney Milking Machine Company

It is the intention of the company to concentrate on the manufacture of fire extinguishers and milking machines; particularly on a new type of hand milker, patents for which have been obtained in the principal countries of the world. This machine enters the United States free of duty, and the intention of the firm to seek expansion in foreign markets is indicated by the establishment of sales offices in Morristown, N. Y., and St. Paul, Minn.

Evening Newspaper for Lakeland, Fla.

The Lakeland, Fla., Star-Telegram, a morning newspaper, has started publication of an evening paper of the same name. Lynn W. Bloom and Harry L. Brown are the editors and publishers of these papers. They were the publishers of the Morning Star and the Evening Telegram before the consolidation of the two publications in 1922.

With Queen City Printing Company

George J. Geselschap has joined the staff of The Queen City Printing Company, Charlotte, N. C. He previously had been with the United Typothetae of America and the Con P. Curran Printing Company, St. Louis.

Changes Name to Tyler Kay Company

Manning-Kay & Company, Buffalo, advertising and merchandising counselors, have changed their name to the Tyler Kay Company. Fred Manning has withdrawn from the firm.

Chick Hatchery Account for Ray D. Lillibridge

The O. K. Chick Hatchery, Frenchtown, N. J., has placed its advertising account with Ray D. Lillibridge, Incorporated, New York, advertising agency.

AS YOU WOULD SEE IT IF YOU WERE THERE

In the original advertisement this page is used for naming the newspapers to whom Kimberly Clark Co. subblies Rotoblate. a perfect paper for Rotogravure printing. The list appears on page 4 of this insert.

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The Eye of the World

your newspaper, the camera's neverworld. The interesting brevity of rotogravure's pictures gives you evewitness impressions, faithfully accurate, of imperiant events everywhere. Its humaninterest appeal is always fresh and in-

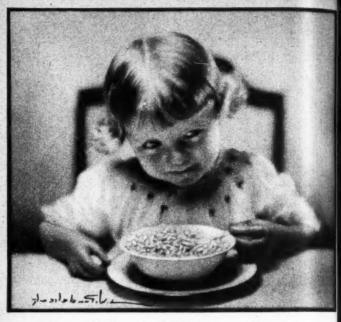
in your local newspaper it is listed in closing eye brings you the news of the company with the finest newspapers published in America.

> Kimberly-Clark (bmpany Neenah.Wa

ΓOGRAVURE Prints Perfect Pictures ~ the Universal Language

Regularly appearing messages such as the above stimulate the family-group interest in Rotogravure.

Advertisers and advertising agencies will find many interesting things in our recently published book "Rotogravure -How and When to Use It." It is sent free on request. Address Kimberly-Clark Company, Neenah, Wisconsin.



The Value of Human Interest

The one thing more than any other which makes the rotogravure section eagerly sought for is the fact that pictures quickly tell an interesting story. Next to themselves, human beings are principally interested in other human beings and their activities, so that illustrations for rotogravure advertising are especially effective when they carry a human interest appeal.

This photograph by Pondelicek for Quaker Oats Company tells its own story of Puffed Rice.

ROTOGRAVURE Prints Perfect Pictures - the Universal Language



Good Use of Rotogravure

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This advertisement for musical instruments shows the product as well as action symbolical of its use.

ROTOGRAVURE Prints Perfect Pictures - the Universal Language

This advertisement and the one on the preceding pages are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

	City	Paper	City	Paper
	Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
	Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
1	Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
	Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
	Baltimore, Md.	Sun ·	minimum and an arrangement	Call
	Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
	Boston, Mass.	Herald	New York, N. Y.	Evening Post
	Boston, Mass.	Traveler	New York, N. Y.	Forward
Ì	Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald-Tribune
	Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
	Buffalo, N. Y.	Express	New York, N. Y.	Morning Telegraph
	Buffalo, N. Y.	Times	New York, N. Y.	Times
	Chicago, Ill.	Daily News	New York, N. Y.	World
	Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee
	Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
	Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
	Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
	Denver, Colo.	Rocky Mt. News	Providence, R. I.	Journal
	Des Moines, Iqwa	Register	Rochester, N. Y.	Democrat-Chronicle
	Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
	Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
	Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press
	Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
	Hartford, Coan.	Courant	San Francisco, Cal.	Chronicle
-	Havana, Cuba	Diario de la Marina	Seattle, Wash.	Times
	Houston, Texas	Chronicle	South Bend, Ind.	
	Indianapolis, Ind.		Springfield, Mass.	
	Kansas City, Mo. Los Angeles, Cal.	Times	Syracuse, N. Y. Syracuse, N. Y.	Herald Post-Standard
	Louisville, Ky.	Courier-Journal	Washington, D C.	
		Commercial Appeal		
	Mexico City, Mex.		Waterbury, Conn.	
	Milwaykee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, rotogravure, and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

Neenah.Wis.

NEW YORK, St Chambers St.

CHICAGO, 208 S. La Sans St.

LOS ANGELES, 510 W B.m. St

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Lifting a Line above Rivalry in a Competitive Field

Specializing in Apparel for Small Women Gives Knobel & Bloom a Clear Track

By W. B. Edwards

If Potash and Perlmutter were to return to the cloak and suit industry, the scene of their initial business venture, they would find that great changes had taken place since their departure. Most important of these new policies, and one which could profitably be used in the other fields they have entered, is the tendency toward specialization. Maternity garments and apparel for "stotus" are the outstanding examples of this trend.

As in all other industries, once a successful specialty movement sets in, there was a rush to concentrate on these specialties. Any number of concerns are now producing "stouts." Much the same has occurred in the shoe industry. At one time the health or comfort she was a rather exclusive specialty. But here, as well as in the apparel industry, and others, so many have turned hopefully toward the specialty as the road to salvation, that rivalry on the specialty is just about as bitter acompetition in the general line.

Obviously, the thing to do, is carefully to examine the existing specialty, not merely to see whether it is open to further improvement, but to discover whether it does not point the way to a new specialty which will lift the manufacturer above competition. In this connection attention should be called to an article which appeared in the June, 1924, issue of PRINTERS' INK MONTHLY under the title: "Neglected Markets That Have Built Big Businesses." The article emphasized the practicability of searching energetically for markets that have been neglected and then planning to alleviate this neglect.

Among the neglected fields pointed out was the one composed of small women—women five feet in height and under—who have trouble purchasing garments that

will fit them without alteration. "The small woman," it was stated in the article, "is largely neglected by the apparel manufacturers. Either she is unable to secure ready-made garments, even though she may be willing to have them altered beyond recognition, or the available selection is not sufficiently extensive to satisfy her. She doesn't want junior models, and because the manufacturer seemingly won't take her into account although a surprisingly large percentage of women are under five feet-she keeps the tailor and dressmaker busy.

"Some months ago," the article continued, "a concern began to specialize in the manufacture of coats for the small woman. More recently, this same firm added suits for the woman who doesn't reach up to the five-foot mark."

The company referred to is Knobel & Bloom, New York. They began the manufacture of coats specially designed for small women a year and a half ago. Later they added suits for small women.

THE SPECIALTY FEATURED

For a number of years they had manufactured a regular line of cloaks and suits. The specialty was introduced gradually. salesmen were instructed to push it and the company's businesspaper advertising concentrated on the little women's line. Gradually, the specialty engrossed the activities of the entire organization. Today the company makes only cloaks and suits for small women. And this radical change in its business, in addition to having been accomplished in the brief space of a year and half has been accompanied by an increase in retail outlets of from 300, eighteen months ago, to 800 today.

The merchandising advantages

of a specialty of this sort are numerous. Most valuable of these benefits is the fact that the manufacturer does not have to place such great dependence on price as a selling factor. In an industry that is overrun with competition of the most cut-throat kind, relief from rivalry on a price basis is an immense advantage. It opens up any number of advertising and selling appeals which makes possible truly effective solicitations that have nothing in common with the ordinary sales presentations.

"SHORT" MARKET IS LARGE

The first necessity is to convince retailers that there is actually a demand among small women for clothing made specially to fit them. This is done by quoting percentage figures which leave no doubt concerning the extent of this demand. It is interesting to know that more than 40 per cent of the women in this country are "shorts."

A second point of attack is found in the fact that the customary manufacturing policy leaves many retailers at the end of the season with a stock designed on long, slender lines, while small women must go to tailors and dressmakers because they simply cannot get what they want in ready-mades. This is developed interestingly in business-paper copy and direct-mail literature.

Then there is the fact that even when short women buy ready-made garments, and have them remodeled, the process is unsatisfactory. The cost of remodeling eats into the retailer's profit and the customer is frequently displeased, because remodeling so often spoils the lines of a coat.

Another argument, which has a particularly strong appeal to department stores, is the possibility of getting small women to make purchases other than clothing, once they have been attracted to the store by its ability to satisfy them with a coat or suit which pleases them from the standpoints of style and fit. The success of any department store depends on the number of women who enter. Any outstanding feature which can induce more women to walk through

the doors is bound to mean increased business. A small-women's department can accomplish this.

For the purpose of helping merchants install a department for "shorts," Knobel & Bloom have published a booklet called. "Seling Short Wear to Little Women" The reader is told that the small women garments should be placed on separate racks. Then, when a small customer comes in, the saleswoman can immediately take her over to a rack filled with garments that will fit her properly. Emphasis is given to the importance of not confusing garments for little women with Junior-Miss garments. The latter consist of apparel for girls in their early 'teens.

As an aid in displaying Knobel & Bloom garments, retailers are supplied with cards showing wellknown actresses wearing Knobel & Bloom models. There are also advertising mats, each showing several attractive drawings of models. It was realized that all dealers who featured the smallwomen garments in newspaper and other advertising would not use the mats provided. At the same time, the company wanted to insure that the advertising departments of these stores, when they did advertise Knobel & Bloom models, would stress the really good points of the line. With this in mind, there is a list, in the booklet, of eight of the fundamental sales attractions. It is a simple idea, and yet decidedly worth while.

The company is confining distribution to one retailer in each city. A list of 5,000 retailers, which includes two or three of the leading retailers in practically every city of importance throughout the country has been compiled and this list is circularized regularly. These mailings have brought fine returns as has also the business-paper campaign. For the present, the advertising is confined to these two mediums.

The selling of garments for little women possesses the same possibilities as did the market for stouts when retailers first awoke to its possibilities. One develop-

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Full-value Circulation

The Star is not only read by practically everybody in Washington—Evening and Sunday—but it is full-value circulation, going directly into the home where advertising receives its greatest consideration; and therefore reaches its maximum influence.

Washington is one city where one newspaper is all-sufficient.

The Evening Star.

NEW YORK OFFICE Dan A. Carroll 110 E. 42d Street J. E. Lutz Tower Building

ment it may lead to is the opening of a number of specialty shops in the larger cities which will sell everything in the wearing apparel line for small women. That means not only coats, suits and dresses. but also shoes, gloves, underthings and so on. It may also lead to similar developments in department stores. In any event, this specialization trend affects many manufacturers from two anglesthat of the changes it is bringing about in the grouping of merchandise in retail stores and in the hint it makes relative to the possibilities of doing a little specializing of one's own.

Window Display Association to Hold First Convention

THE Window Display Advertis-ing Association will hold its first annual convention at the Hotel Statler, Cleveland, on September 29, 30 and October 1. Membership in the association, which was formed last March, includes display and promotional managers of national advertisers, manufacturers of display advertising material, retailers and trade publications in the

window display field.

Among the important matters which will come up for discussion at the meeting will be the report of the research and survey commis-sion, of which A. T. Fischer, Inter-national Displays Co., Cleveland, is chairman. For the purpose of determining methods of higher efficiency in the handling of window display advertising question-naires were sent to 2,000 national Together with its readvertisers. port the commission will present its recommendations based on the result of the information which has been received in response to these questionnaires.

The speakers and their subjects, as announced by the association, include the following:

September 29: Keynote address by J. Duncan Williams, Chicago, "The Important Phases of Window Display;" George A. Smith, director of displays, United States Rubber Company, "Nature and Human Nature in Window Dis-

plays," and Edwin L. Andrew, department of publicity, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., who will speak on the recent admittance of the association as a department of the Associated Advertising Clubs of the World.

A series of window display demonstrations will be exhibited at this session. These demonstrations will include Hickock belts, Welch's grape juice, Paris garters, Prophylactic tooth-brushes and Peter's chocolate. Representatives of the manufacturers of these products will address the convention during the will address the convention during the

of the manufacturers of these products will address the convention during the time these displays are being installed. September 30: The speakers will include J. T. Northrop, advertising manager, Smith-Winchester Co., Jackson, Mich., "The Small City Dealer's Viewpoint of Window Display;" Carl Fercy, president, Carl Percy, Inc., New York, "Window Display Advertising, the Past and Future," and Arthur Freeman, president, Einson-Freeman Co., Inc., New York, "The Part the W. D. A. A. Can Play in the Game of Advertising." The afternoon session will be held at the Nela Park Works of the National Lamp Works. A. S. Turner, Jr., service department, Edison Lamp Works, A. S. S. Turner, Jr., service department, Edis

Means to the National Advertiser." This will be followed by a round-table discussion led by Mr. Freeman on such questions as "Should the Dealer Be Charged for Window Display Material?" and "Is the Giving of Free Goods Neessary to Window Display?"

At a dinner which is to be held in the evening, the principal speaker will be Martin L. Pierce, research and promotion manager, The Hoover Co., Canton, Ohio, who will talk on "The Use of the Emotional Appeal in Merchanding." An illustrated talk on "Merchanding."

of the Emotional Appeal in Merchandising: An illustrated talk on "Merchandising through the Windows," will be made by R. G. Pankow, of the Western Co., Chicago.

October 1: Joseph M. Kraus, advertising manager, A. Stein & Company, Chicago, will talk on "The National Advertiser's Viewpoint of Window Diplay," and R. O. Eastman, Cleveland, will speak on "What the W. D. A. A. Can Accomplish by Research Work."

A joint luncheon will be held with the Cleveland Advertising Club.
The convention will close with the election of a board of trustees which will meet to elect the officers for the ensuing

meet to elect the officers for the ensuing vear.

Campaign Planned on Greenpoint Metallic Beds

A test advertising campaign in the metropolitan territory of New York will be conducted by the Greenpoint Metallic Bed Company, Brooklyn, N. Y, manufacturer of Greenpoint beds and Triplock cribs. This will be a preliminary to a larger campaign which will begin as soon as the test work is completed. Plans call for the use of new-papers, direct mail and dealer help material. The Odets Company, New York, advertising agency, will direct this advertising. material. The Odets Company York, advertising agency, will this advertising.

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point v. Y. and elimi will

newshelp New direct On the theory that every little bit helps, it used to be the vogue to mix Gothic, Cheltenham, Caslon and Bookman into typographic atrocities until advertising had a pepper - and - salt complexion. Q Bundscho changed all that. They say, "keep it simple"



J. M. BUNDSCHO, Inc.
Advertising Typographers
58 E WASHINGTON · 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

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The Burroughs Clearing House

Second Boulevard Detroit, Michigan
Published monthly by the Burroughs Adding Machine Company

To Make Advertising Perform Its Maximum Service

Get Real Story, Then Stick, Western Clock Company Finds to Be the Only Way

D^O people—including retailers, old thing" in advertising, merchandising and goods?

Some manufacturers, thinking that they do, never are quite sure of themselves, their products or their methods. The outcome is that their selling efforts are robbed of a good part, of the cumulative benefit that comes from consistent

performance.

"The one best way of avoiding waste in advertising that comes from continuous change," W. S. Ashby, advertising director of the Western Clock Company, tells PRINTERS' INK, "is to have a real story and stick to it. The same thing applies to the general sales policy and the manufacturing program. Does this mean that the concern should consider that it knows it all, stand still and refuse to develop in accordance with the growing needs and experiences of the times? Not at all. Merchandising is like every other worldly thing in that it is many degrees removed from perfection. Never was there an advertising plan or sales or manufacturing policy evolved that could not be bettered. But there is such a thing as changing so much that there is not sufficient time for execution. have heard of retailers, for example, who are so thorough in their store systems that they have little time left for selling. However, just because a concern chooses to be conservative and to refuse materially to change its methods as it goes along is no reason why it should fail to grow in accordance with its expanding opportunity."

Mr. Ashby's remarks were made in the course of a discussion about the sales and manufacturing policy of the Western Clock Company. For fourteen years that company has had one general sales policy and has stuck persistently to the manufacturing policy it laid down in the beginning. Moreover it has not changed the general style of its advertising for fourteen

"The outcome is," says Mr. Ashby, "that dealers now know exactly what we will and will not do. They know there is going to be no radical change in our merchandise. They have no reason to believe they can purchase goods on any different basis next month or next year than they can now. It is not good business to be changing sales policies every now and then any more than it is to change merchandise. In that event dealers are much less likely to take at its face value what you tell them.

"We have had agencies tell us repeatedly that the people are tired of the same old layouts in our advertising. Yet during the last fourteen years we have not been shown any reason why we should change them. We don't say we never will change them but we have no such intention now.

A REAL STORY NEEDS FEW CHANGES

"This policy is followed not because we are stubborn or reactionary but because there is no quick way to get dealers and to develop them to a point where they can do their best for themselves and us. This is a work of months and years and the only way to carry it forward successfully is to keep steadily ahead and refuse to get off the track. Of course all this presupposes that the product and the sales and advertising policy are sound and good in the beginning. The story has to be real, and when it is real it need not be continually changed. The big thing for the manufacturer to do is to persuade the dealer that the product is going to benefit him. And the dealer must be kept sold. This is the reason we go right along with our advertising and

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keep salesmen continuously on the road no matter how over-sold we may be. And we are over-sold most of the time.

"Successfully making a market for a meritorious piece of merchandise is relatively simple after all. Most of us, in looking for some quick and novel way of attaining our object pass by the old methods. After all there is nothing quite so beneficial as keeping one's eye on the ball.

ing one's eye on the ball.

"We always have tried to sell for the dealer rather than to him—to sell him increased profits rather than clocks and watches. We built our advertising policy on the basis of seeing the dealer's troubles through his eyes. When a manufacturer concerns himself with the dealer's troubles and fashions his policy accordingly he will not have to worry about his own troubles, for he will not have any of much consequence."

When an advertising policy is not consistent, Mr. Ashby believes, not only is its effect upon the dealer weakened, but the manufacturer himself either loses respect for it or expects it to do impossible things. It is a common thing for manufacturers to demand that advertising shall get results all by itself. They refuse to give it even a few hours of their time.

An official of the Western Clock Company was approached by an individual and asked to contribute something toward the expenses of organizing a Boy Scout troop in a certain town. He expressed great interest, saying he would like to see the troop started and most certainly would be glad to pay his full share of the expenses.

full share of the expenses.
"I suppose," he remarked to the solicitor, "that of course you have secured a competent director to take charge of the movement and to see it through to success."

"Oh, there will be no difficulty about that," was the reply. "There are plenty of competent men in the town, any one of whom could do this job thoroughly. All we need is the money. The leader part is easy."

"Right there is where I disagree with you," said the manufacturer. "The most important thing of al! is to get somebody to put in his time on that troop. Anybody who has money will give it to a cause such as this but the same is not true about the time part. Find somebody to put in time on this thing and then I shall give you a subscription. In other words, I am ready to supply money to be spent but I want to be sure there will be somebody who knows how to spend it."

There are plenty who will agree with Mr. Ashby that the principle works out the same way with advertising. The advertising has to have an opportunity to perform its task and somebody has to give time to it to help it in the performing process. When numerous starts are made from as many different angles the force of the advertising is lessened in both of these important respects.

Advertising a Valuable Asset to Railroad Good-Will

ILLINOIS CENTRAL RAILROAD COMPANY CHICAGO, Aug. 8, 1924.
Editor of PRINTERS' INK:

I have read the splendidly written article "What's Wrong with the Railroads?" by Amos Stote in Printers! Ink of July 31, with profit as well as pleasure. It contains many forceful truths presented in the delightfully entertaining style of this polished writer. I unhesitatingly assent to Mr. Stote's

tertaining style of this polished writer.

I unhesitatingly assent to Mr. Stote's suggestions for a consistent and continued campaign of educational advertising by the railroads intended to present the important truths about transportation. Indeed, that is exactly the policy the Illinois Central System has been pursuing for more than four years. I may add that the benefits from it are progressive and hardly to be over-estimated. We appraise the public good-will and understanding directly traceable to our advertising as one of our most valuable business assets.

ILLINOIS CENTRAL RAILROAD COMPANY C. H. MARRHAM.

Western Community Accounts for McCann

President.

A campaign in national publications will be conducted during the fall and winter months by the Salt River Valley-Arizona Club, of Phoenix, Ariz. This advertising will be directed by the Los Angeles office of The H. K. McCann Company.

This agency also has been appointed to direct the advertising of the fall fornia Coast Highway Association. This is an association of California communities which has been formed to promote increased travel on the California Coast Highway.



Brighten Your Lustre With The Twinkle Of A Star

ADVERTISING men are cynical, almost clinical in dissecting printed claims. However, the typographic leadership of this group of guildsmen does not rest upon its advertising. The advertising rests upon our typographic leadership. That Agency which recently concluded a selling presentation with the peroration—underscored—that "Frederic Nelson Phillips, Inc. Will Set The Copy"—and got the account—had the brilliancy to brighten its own dazzling lustre with the twinkle of a star.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs 314 East Twenty-third Street New York City

@ FNP.1994

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Offer of Too Much "Service" May Prove a Boomerang

Poking Holes in the Selfish Altruism of Certain Advertisers

By J. R. Sprague

IT is poor business to try to ride to prosperity on a "movement." In my own home town there occurred only recently an incident that goes to show how insecure is the position of the man who at-

tempts it.

For convenience we'll call him Lem Morris. For a number of years, Lem had been star sales-man in one of the local men's clothing emporiums having a wide acquaintance with the spenders of the community and popular in his social set. His old firm was not a little worried when Lem an-nounced that he would be a clerk no longer but intended to open up a clothing establishment of hisown and cash in on his popularity and salesmanship ability. He secured a good location on Main Street, investing his capital in a fine set of fixtures and a stock of merchandise. What · credit he needed was gladly supplied by manufacturers who believed in his future. His formal opening was a tremendous success, an orchestra playing inspiring music, flowers and telegrams galore from wholesale houses, and hundreds of local well-wishers dropping in to congratulate Lem on his new enter-prise and to get the leather bill-folds that he presented as souvenirs. Both of the newspapers sent reporters, who wrote up flattering news stories.

In casting about for a business policy Lem hit on a plan of action that seemed to promise quick and certain results. It was just after the war, when the spirit of organization was abroad and new societies were constantly starting up, most of them with altruistic motives and salaried secretaries. Lem became a joiner. He affiliated himself with a couple of luncheon clubs, the Booster League and the Boy Scout movement, getting his name in the papers frequently as a supporter of these commendable activities. Through the reputation thus gained he was on one occasion invited to make an address to the members of the Y. M. C. A. · He chose as his subject, "Honesty in Business-It Pays." Which, as anyone must realize, looked like mighty good publicity

for his clothing store.

Nor did Lem confine himself to the strictly altruistic organizations, but carried his joining operations judiciously into the secret order field. It was said that dur-ing the period of his greatest activity he attended a lodge meeting every night in the week. One lodge in particular was his favor-ite, it being that to which many of the influential men in town belonged, and at the time when Lem joined it was carrying on an active membership campaign and planning a handsome new lodge building. Lem threw himself into the activities of this lodge with tremendous vigor, which indeed seemed the proper thing to do, inasmuch as the local organization boasted more than 1,000 prosperous members, all of whom were potential clothing customers.

PERSONALITY DEVELOPED

Naturally, a rising young merchant who could make inspirational speeches and who constantly proved his high moral motives by his public activities was bound to rise in any company of right thinking men; and Lem soon came to be looked on as one of the lodge's standbys. Although he was elected to fill one of the chairs he did not allow the honor to diminish his zeal in the humbler part of the work. Particularly he was active in securing new members and in coaching them in their newly taken obligations. It was a matter of remark that on initiation nights Lem outdid himself in cor-

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

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If you want to know about our work, watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA

DUZ

WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

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It would be hard to find a better medium for Institutional Advertising than motion pictures



ORPORATIONS supplying transportation, telephone and telegraph service, electric or gas lighting and heating, oil, coal, wood, brick, steel,

banking service, insurance, automobiles, etc., which are largely in the eye and mind of the public can use motion pictures as an effective method of institutional advertising.

We have demonstrated by many such institutional films that this method is one of the most effective that is available. The desired story is told in a dignified and forceful manner and every individual is reached, rich and poor, literate or illiterate, foreign or native born,—for they all go to the moving picture theatres.

Facts talk. Let us have the opportunity of giving you the facts about our method of creating public opinion through motion pictures.

EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110 Established 1910

We have served several large advertisers continuously for over 14 years. "What they say"—sent on request.

dality toward the nervous candidates, taking pains to make them feel at ease by his hearty handshakes and his inspirational words

of advice.

Lem's clothing business prospered. At first he had acted as his own best salesman, but as soon as he felt he could afford it he hired some of the high-class men away from other establishments, and after that he mainly devoted himself to acting the gracious host. That is, the hired salesman would do the showing of goods and the trying on, while Lem hovered near in an advisory capacity. Always he showed a non-commercial spirit, apparently caring nothing for the actual sale, but terribly solicitous that the customer should be clothed in a manner suitable to the customer's standing and prominence in the community. One of his favorite remarks was that profits meant nothing to him in comparison with the joy he had in serving the

This altruistic attitude was also reflected in his paid publicity. At first his newspaper advertisements merely stated that he carried a high-class line and guaranteed his prices to be at least 10 per cent lower than those of any of his competitors: but as time went on and he learned the sales value of lofty sentiment the tenor of his publicity changed. He began to feature intensively the word Service, running it in extra large type at the top of each newspaper advertisement. This led naturally to another departure that really appeared clever. The occasion was the drive put on by some of the civic societies to equip children's playgrounds, and Lem's full-page advertisement the morning the drive started was a wonder. started out by saying that Childhood was the most Sacred Thing in the World and that every True American felt a tugging at the heart-strings at the sight of Happy Kiddies at play. There were some cuts of little boys and girls dancing around a Maypole and sliding down an inclined board. Then some more wording about the Kiddies being the hope of

America. Then at the bottom a statement that Lem Morris' clothing establishment carried the finest line of Kiddies' togs in the city and sold them at lowest prices.

This advertisement was some-thing of a bomb to Lem's competitors, and two or three of them tried to imitate it, but their efforts fell rather flat, inasmuch as he was the first to discover the idea. and besides, he had prepared the ground by his well-known civic activities. He followed it up by similar advertisements on the occasion of the Y. M. C. A. Building Fund drive, the Go-To-Church Sunday and the annual Thrift In the last-named event Week. he made a little slip by announcing, after three-fourths of a page of eulogy on Thrift, that he had opened an instalment department where young men might dress well on a dollar down and a dollar a week; but apparently these opposing sentiments were overlooked by everyone except a few carping competitors.

PEOPLE TIRED OF SERVICE

Nevertheless, in spite of this brilliantly conceived plan of linking up his business with worthy social movements, Lem's fortunes eventually began to decline. No one seemed to know why his custom fell off, but one guess is as good as another, and perhaps the remark of one of Lem's former customers contained something of the real reason.

"I got tired," this gentleman said, "of going into his store and having him tell me what a wonderful thing Service was, and how he didn't care anything about selling me a suit of clothes; he only yearned to see me look my best. Maybe he really felt that way—I'm not going to dispute it. Only, I like to take one thing at a time. Business is all right; but I got fed up on hearing Lem Morris mix the two together the way he did!"

Although Lem probably lost other customers for the reason explained by the above quoted gentleman, yet the real smash-up came about through another matter which did not become generally known until after his failure. It seems that his most profitable class of customers came from the members of the secret order in which he was so active, and on one initiation night he made the blunder that wrecked his business. He was, as usual, helping to instruct the candidates in their new obligations and one of the lodge officers saw him back one of the initiates into a corner and speak the following words:

"You're one of us now," said Lem, shaking the initiate's hand warmly, "and it's customary for lodge brothers to help each other. Here's my card. When you need anything in the clothing line don't forget to give me a call!"

When the story of this enterprise was noised about Lem naturally lost the custom of the brotherhood, for the bulk of the membership had different ideas. When he failed, some months later, his creditors received twenty cents on the dollar.

Does the foregoing story, which is not fictitious, apply to undertakings more important than the affairs of a small-city clothing dealer? Is there a tendency abroad for business to link itself up with "movement"?

As everyone knows, we were a pretty emotional nation during the war, which we entered with the highest motives of humanitarianism. It was natural that some well-meaning souls should allow this feeling to become what in sober sense is called sentimentality. A "movement" had only to have an altruistic name to find plenty of backing; for when people become sentimental it means they crave the thrill of good deeds to such an extent that they often confuse a thrill with the real thing.

But there is always a flare-back from such a condition, when the pendulum swings the other way. Only the other day a well-known philanthropist in an Eastern city was quoted as saying that the people of his community had about come to the point where anything savoring of uplift is taboo; the feeling being so strong that really worthy charities are having a hard time to keep going.

It is not the intention of this article to discuss the merits or the various shortcomings of altruistic movements, but merely to point out what may happen to any line of business that tries to use sentiment and uplift as aids in selling goods. Very likely, Lem Morris, the clothing store man, got some business through his sentimental advertisement about sacred childhood and happy kiddies, but it is equally likely that he lost some business from people who knew that such lofty sentiments were too good to be true. especially when they read at the bottom of the advertisement that the Morris clothing establishment carried a fine line of kiddies' togs.

The trouble is, that when one starts to use sentiment and uplift as sales helps, it is hard to know just how far they may be safely exploited. In the trade association field, which has had such tremendous expansion during the last few years, there are some pretty good examples of what may happen when desire for business gets the upper hand. Here is a quotation from the code of one association, printed and distributed as an argument for the public's patronage:

To employ the creed of the Golden Rule, to find joy in the de ly task to count happiness as a greater asset than the power of gold, to swear allegiance to the cause of right, defending our institutions as a glorious heritage, that may ring down the ages as a worthy tribute to posterity.

Strong words, certainly, and highly moral; but one cannot help but wonder if every one of the members of the association reality secretary, said recently:

tion secretary said recently:

"The job of a trade secretary is about the most ticklish thing there is. There are always some members in every trade who want to push sentiment and over-selling as far as they will go, and a little farther. If the secretary hasn't got a lot of backbone he is liable to let things go over that appear a little ridiculous when the convention is adjourned and the resolutions have to be put into practice."

What this trade secretary said

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HEARST'S INTERNATIONAL

SEPTEMBER, 1924

Jhis Is Happiest Man

By Ray Long

I've Ever Known



HE happiest man in my acquaintance has more cause to be unhappy than any man in my acquaintance. He is lame, and he can't be cured; he is in constant pain, and he can't be relieved; he carries excess weight, and he can'd get thin.

Yet in the years I have known this man, I have never heard him grouch at his fate. I have never known him to show irritation; I have never heard him knock a fellow worker or a fellow man.

Instead of letting his obesity worry him, he wrote a humorous book about the advantages of being fat. Instead of letting his lameness make a recluse of him, he has made himself so entertaining that at social gatherings you see the best-looking women clustered around him just for the joy of hearing him talk. Instead of giving way to his pain, he gets joy from work that makes him forget the pain.

This man is no plaster saint. He's a regular fellow, a shark at bridge, a poker player who knows how to stand losing as well as winning, an all-round good scout.

The secret of his happiness lies in the fact that he loves to do things for others. Many's the young journalist whom he has put on the right track in New York. Many's the discouraged soul to whom he has given the inspiration of friendly encouragement.

I owe my first real magazine opportunity to him. I know at least half a dozen men in New York who owe their starts to him. And he's never asked a favor from any one of us; never in any way referred to the debt of gratitude we owe him.

In fact, I don't think he's conscious of the debt. He'd probably feel that he owed us for the opportunity to do kindness.

I owe him for something more than getting me that job. Our friendship has taught me a lot about facing life with a smile.

When my worries seem too great, when I grow weary or low in my mind, I say twosils, "Just look at Will Johnston. If you let yourself get upset at these trifles, what would you do if you had his burdens!"

And generally I get so ashamed of myself that I haven't the nerve to be either illhumored or discouraged.

The lessons of life rarely are learned in universities. It is the daily contact with our fellow-men that inspires such an essay on cheerfulness and contentment as the foregoing article by RAY LONG which appears in the SEPTEMBER issue of HEARST'S INTERNATIONAL

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will explain, perhaps, why the trade associations of the country have gone in so strongly for slogans that convey nobility of sentiment. Only, the slogans do not always fit. It is noticeable that several national associations whose products are in the luxury class and largely sold on instalments, do not hesitate to feature the word Thrift.

There is always the danger of saturation in the uplift field. A man who is at the head of the public school system in a large Eastern city recently expressed himself as follows:

himself as follows:

"It has got so there are so many 'movements' and 'weeks' put on during the course of the school year that we have a hard time to do much teaching. Of course many of them are worthy enough, but some of us are beginning to get a little resentful at the high-sounding sentiments of certain of the promotors who try to convey the idea that they are in it only for pure love of humanity, when we know the main desire is to sell something."

NOBLE SENTIMENTS CHEAPENED

The trouble is, there are always so many imitators in the world. No sooner does an earnest worker discover a new way of using some altruistic movement for sales purposes than 100 others follow suit. The public schools are over-worked already, as we have seen. For years the Y. M. C. A. has had to bear the burden of innumerable campaigns ranging all the way from Mothers' Day, in which the public is urged to buy Mother a handsomely engraved greeting card, to Health Week, in which the public is urged to preserve the priceless gift of health by having its soiled clothes washed by the local steam laundry. Even Old Glory is being put to work, as evidenced by the following motto recently appearing in advertising: "Honor your Country's flag by buying one. Write, telephone or call at Blank number West Something Street, New York City.

Likewise there is no way to stop the unscrupulous imitator

from copying the noblest sentiments, or even going further than the actual originator. A great manufacturer may feature in his advertising that his motto is Service not Self; and almost before the magazines are on the newsstands a rival manufacturer is out with a statement that not only is his motto Service not Self, but every one of his 10,000 happy employees belong to the Boy Scout troop which is supported by the company. A third manufacturer, not to be outdone, comes out the following month with the state-ment that his product must certainly be the best, because everyone in the organization, from the president to the smallest office boy, lives only to do good to others and is an active member of the Y. M. C. A., the Purity League and the Camp Fire Girls!

Thus is a vicious competition started because noble sentiments cost nothing, and the temptation to become ever nobler grows apace until someone is liable to over-sten himself. It is not so long ago that a banking institution in a Western city put on a local advertising campaign in which thrift was the dominant theme. Each day a beautifully written piece of copy appeared, usually addressed to young married people and those about to be married, stressing the duty of thrift and painting attractive word pictures of the home where economy and self-denial reigns and where the budget is balanced every Saturday night. The advertising campaign subtly conveyed the idea that the bank was interested solely in the public welfare; only at the bottom of each advertisement did a modest statement appear suggesting that the bank welcomed savings accounts and paid interest on same. So well was the atmosphere worked up that the campaign was publicly commended in the schools of the city, by speakers at Y. M. C. A. meetings and in more than one Sunday evening church ser-

Then something happened that spoiled it all. A vindictive official of a competing institution spread

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Advertising Must Do More Than Convince

That people acknowledge your goods to be the best does not mean they will buy.

They may say Campbell's is the best soup, that Gold Medal is the best flour, that Waltham makes the best watches, but something more than that is needed to make them buy.

"Keeping the name before the public" is not enough. You must use advertising to stimulate want. It must persuade.

Cigarette advertising not

only popularized brands, it also increased cigarette smoking. Fleischmann urges eating of more bread and profits by the increased sale of his yeast.

Your real competition very likely is the limited use of what you make. Gillette caused men to shave daily and made a market for millions of razors.

Knowing what to do and how to do it is the most important thing in advertising. Experience is the only teacher.

C. C. WINNINGHAM

Advertising and Merchandising



In Canada it's newspapers for

If you have been following the wheat market of recent months you will have noticed that the "ups and downs" thereof have been the result of changing conditions of the Canadian crop. Those who are going to profit most from the wealth which "higher wheat" means are those who advertise in

THE DAILY NEWSPAPERS OF CANADA

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper		
Halifax	75,000	Herald & Mail		
Halifax	75,000	Chronicle & Echo		

Ouebec Market

Quebee	Population 117,500	Newspaper Le Soleil
Quebee	117,500	(French) Chroniele Gazette
Sherbrooke	23,515	La Tribune

Pacific Market

	Population	Newspap
Victoria	60 000	

Ontario Market

		I	opulation	Newspaper
London .			. 70,000	Free Press
London .			. 70,000	Advertiser
Hamilton			.114,151	Spectator
Peterboro			. 25,000	Examiner
Kitchener			. 29,600	Record
Kingston	۰		. 25,000	Whig

Prairie Market

		Population	Newspaper
Winnipeg		.280,000	Free Press
Winnipeg		.280,000	Tribune
Edmonton		. 70,000	Journal
Calgary		. 75,000	Herald
Regina		. 35,000	Leader &
Saskatoon		. 31,364	Post Phoenix & Star
Moose Jaw		. 20,000	Times &

National or Sectional Coverage

the information around town that the bank which was taking such a high moral stand on thrift was at the same time financing a score or more of retail establishments which sold goods on instalments —wedding rings, fur coats, radio sets and second-hand automobiles.

After all, there is nothing disgraceful about making merchandise and selling it at a profit, osliciting savings accounts because the bank expects to make money out of them; and in the long run the customer usually likes the direct sales method. Throwing in noble sentiments is indirect selling.

There is another angle to it, which is, that styles change, and what is good propaganda now may be hopelessly out of fashion next year. Over in England, in the Tower of London, there is a closely guarded collection of expensive gew-gaws that have been presented to British monarchs times. There are swords with diamond studded handles, solid gold drinking cups, finger rings, big silver plattersall the ornamental things that are supposed to be necessary for happiness in first-class royal circles. In looking over this exhibit, which the thrifty British nation makes to earn its keep by charging sixpence admission, one is struck by peculiar thing. Charles the Second owned more of these gewgaws than all of the other monarchs put together.

The reason is simple enough when one looks up history. Charles the Second came to the throne after Cromwell, during whose administration it was against the law to have a sword with a diamond studded handle, to wear gold shoe buckles, or to eat out of

solid silver dishes.

Likewise, may not the manufacturer who tries to hook up the sales department with present-day "movements" sometime find the bottom has dropped out from under him?

On a recent trip through the country I happened one day to be in a community where there is a very fine manufacturing plant in which a great deal has been done

for the welfare of its employees. Working in a garage next to the hotel was an old fellow who told me he used to be an employee of the factory, but had quit. He stated also that he had a son of working age, but on no account would he let the boy enter the factory employ. He went so far as to remark that he would see the boy in his grave first.

"It's an all right place to work in some ways," the old man said. "They have a baseball diamond and a community house and a singing society and lots of other features for the good of the help, But what did the management do? It started to tell about these things in its advertisements, by thunder! I couldn't stand it to be called a Happy Workman and have people asked to buy the product because I was so happy. I just naturally quit!"

Sales of American Motor Vehicles Set New Record

Exports of automotive vehicles from the United States for the fiscal year ended June 30, 1924, were the highest in the history of the country. The previous high record was established during the year 1919-1920, when 178,534 passenger cars, trucks and motorcycles were exported.

During the year just closed shipments totaled 199,135 vehicles. For the year ended June 30, 1914, shipments amounted to only 37,198 vehicles. A comparison of the latter figure with the shipments for the 1923-1924 period shows an increase of about 500 per cent.

an increase of about 500 per cent.

In addition, there were exported last year 67,624 American cars which were made in Canada and 113,257 vehicles of American manufacture were assembled in foreign countries. These additions swelled the total of American sales to 380,016 vehicles.

Australia was the leading purchaser of cars and Japan bought the greatest

number of trucks.

"The Medical Sentinel" Appoints C. A. Larson

C. A. Larson, New York, has been appointed Eastern representative of *The Medical Sentinel*, Portland, Oreg. He will have charge of the territory East of Buffalo and Pittsburgh.

Boston Account with Sackheim & Scherman

The Curtis & Cameron Company, Boston, manufacturer of Copley prints, has placed its advertising account with Sackheim & Scherman, Inc., New York, advertising agency.



fontres.

A Carton's Uses as Direction Sheet

Packaging Electric Fuses Helps to Sell Them

MODERN principles of mer-chandising can frequently be applied in unexpected ways to articles of small and insignificant nature. Take for example the simple little fuse which helps keep the lights burning in our homes. Plug fuses had for thirty years been sold like crackers from a barrel. No attempt had been made to educate the public as to what a fuse is, why it blows, and what to do with it when it blows. No one had thought of packing it in the way in which it would sell easiest. It was one of those small, hidden articles of merchandise which is always in demand, always needed but which was not in the limelight, not dressed up like so many other things that are booming along with their essential features magnified into promi-

Fuses are badly needed when they are needed, but at other times no one thinks about them much. Many people have had the experience of searching unavailingly for a good fuse when an old one blew and left the Mah Jongg party in utter darkness. At such times the fuse becomes the thing of the hour, an item of

great importance.

The Bussmann Manufacturing Company, of St. Louis, maker of many kinds of fuses for electric circuits, realized all this and began sometime ago to apply the principles of merchandising to the selling of its product with the idea of giving more prominence to this item. The essential feature of this company's new merchandising plan was to pack the fuses in cartons. At first ten fuses were put in each carton, the idea being to give the electrical dealer the large unit sale to which he was accustomed and which he felt was necessary to the successful conduct of his business. Later this was changed to five fuses to the carton be-

cause it was found that this smaller quantity would more nearly fit the actual requirements of the household user, therefore it would be easier to sell.

This act of cartoning gave this simple item an added degree of importance in the eyes of the dealer. It changed it from bulk goods to package merchandise which immediately put it into quite another class. But there was also another feature to the Bussmann fuse carton which gave it still more prominence as a real merchandising unit. Advantage was taken of the carton to imprint thereon a simple treatise in regard to fuses so that the buying public might be educated into the mysteries of this little product.

NO SPACE WASTED

All sides of the carton were used to tell the story of fuses. They are called the "Buss Clear Window Fuses, electricity's safety valve." On the top of the carton is an illustration of two of the fuses in place and the following story. "When anything goes story. wrong on an electric circuit, something must blow. If the fuse can't—something more valuable will. The fuse is a safety valve made to protect you. It can't protect you unless it blows. It can't blow if you use substitutes or fuses that are too large. Best fuses cost little more than the cheapest. One is insurance, the other a nuisance. Avoid use-less blowouts; be safe. Insist on Buss fuses. You can instantly see which fuse has blown because every Buss fuse has an all white interior-blowing point right up near the window-entire interior visible-guaranteed clear window. Darkened window shows fuse has blown."

On the reverse side of the carton is a series of sketches which show the arrangement of switches and fuses in common use. These f

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MEMBER OF A. B. C.

There Is No Summer Slump in the Offices of



The Magazine of the Hour

Compare This Advertising Growth During the "Dog Days"

July advertising increase over June, 26.72% August increase over July, 13.31% September increase over August, 23.08%

Total September gain over June 77.15%

SOLID CIRCULATION FACTS

RADIO AGE exceeded its guaranteed net paid monthly average of 40,000 in the first six months of 1924.

NET PAID monthly average circulation of 60,000 guaranteed for the last six months of 1924.

NET PAID circulation for February, 1924: 46,684 (from Publishers' Statement, A. B. C.)

Write for Publishers' Statement issued by A. B. C.

Radio BLUEPRINT SECTION appearing in September RADIO AGE marks a new advance in our excellent technical service. Ask for a sample copy of this all-star number.

RADIO AGE, INC.

504 North Dearborn Street · Chicago, Ill.

Pacific Coast Representative BENJAMIN LEVEN 562 Market Street San Francisco, Calif. Advertising Director
HARRY A. ACKERBURG
504 N. Dearborn Street
Chicago, Ill.

Eastern Representative DAVIDSON & HEVEY 17 W. 42nd Street New York City sketches show the position of the meter, the main fuses, the main switch and the circuit fuses. They give a very clear understanding of what fuses are supposed to do and where they ought to be. On the front panel of the carton is a paragraph which tells the way in which to figure the loads fuses ought to carry. This story is headed by the caption, "Is the circuit overloaded?" In a few words regarding volts, amperes and watts one is told how he may determine the type of fuse he should buy.

Further information is given on the side nels and even on the flaps underneath the cover. One is told here just how to look for trouble when anything happens and there is also a little talk on the subject of motors, their operation and maintenance. On the back panel of the carton is an illustration of a Buss fuse and space for the name of the local dealer who carries the line in

A display stand is furnished the dealer with every twenty cartons. It is made to hold one of the cartons and two plug fuses. display stand shows the customer the carton, the complete story about the fuses, the clear windows in the fuses he will get if he buys, and the underwriters'

approval. In commenting upon the matter of placing such complete infor-mation upon the carton, H. T. Bussmann, vice-president of the company, said: "It is the policy of our company to print such complete directions on the cartons of all the products we manufac-We have felt that it is well worth while for the manufacturer to educate, not only the general public but the electrical trade as much as possible. Almost onehalf of the entire space in our new catalogue is devoted to educating the electrical trade about

This catalogue contains a simple non-technical treatise of fuses and their use. The following subheadings will serve to indicate the nature of the information given: "What is a fuse?" "Why such a

safety valve is necessary," "When a fuse blows," "Where to look for the trouble," "Data showing correct sizes to use," "How a fuse operates," "The history of fuses." etc

The twofold lesson contained in this story of the Buss fuse is obvious; first, the principle of packaging can still be depended upon to help in the solution of many merchandising problems, and second, there is always something interesting and important to say about even the most insignificant of articles.

Red Meat, Every Week, for "Worth-While Fellows" GORRELL & COMPANY, INC.

GORBELL & COMPANY, INC.
INVESTMENT SECURITIES
CHICAGO, Aug. 6, 1924.

Editor of Printers' Ink:
That was a corking good day's job
when G. A. Nichols called up Mr.
Merseles and gave us the constructive
article, "Keeping Montgomery Ward's
Copy within Bounds of Truth," which
appeared in your issue of July 31.
That's the kind of stuff worth-while fellows are seeking. As Bruce Barton
would say "more power to you."
GORBELL & COMPANY, INC.
T. T. MAXEY.

Gridley Adams with Rogers & Company

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Gridley Adams, for the last two years with the Manternach Company, Inc., Hartford, Conn., advertising agency, has joined the direct-mail advertising staff of Rogers & Compans, New York, printers and engravers. He was for three years advertising manager of the Stewart-Warner Specdoneter Corporation, Chicago, and later was associated with Floyd Short & Partners, Inc., Chicago, advertising agency.

Fisheries Association to Discuss Advertising Campaign

Advertising as a means of increas-ing consumer demand for fish is Advertising as a means of increas-ing consumer demand for fish is one of the principal topics scheduled for discussion at the annual conven-tion of the United States Fisheries Association. "Eat More Fish" has been suggested as the theme for an adversuggested as the there for an adver-tising campaign which will be presented for consideration. This convention will be held at the Ambassador Hotel, At-lantic City, from September 4 to 8.

Joins Bellamy-Neff Agency Miss Monte Walsh has been appointed manager of the classified department of the Bellamy.Neff. Company, New York, advertising agency. She was recently with the Geller Advertising Agency, Inc., also of New York.

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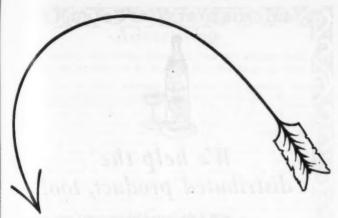
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What the Man Behind the Counter Told Us!

Mr. John Brown does nothing else in the world but sell goods over a retail counter.

He couldn't write a piece of advertising copy to save his soul. Says he hasn't the knack of putting the right words together right.

But when it comes to telling us the kind of copy we ought to write—the kind that will really sell the goods he handles—he has us all beaten, hands down!

Recently we sent out a questionnaire to several thousand John Browns. They are all users of a consumer publication which we edit and publish for a prominent manufacturer.

We asked these dealers to tell us frankly what they thought

of this publication. How it was helping them or why it wasn't. "Be absolutely frank," we said, "be brutal if necessary. Tell us the truth!"

And they did!

We have these original questionnaires just as they were returned. They contain a lot of very significant highlights on modern retailing as it relates to the use of a manufacturer's house organ. They should interest every business executive and advertising man who is considering the publication of a house organ or who is desirous of increasing the effectiveness of one already being issued.

We shall be pleased to show you this information. There's no obligation attached to this offer whatsoever!

ARROW PRESS, Inc., NEW YORK

318-326 WEST THIRTY-NINTH STREET

Scotch Mist

campaign by

Miner Agency

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We help the distributed product, too!

F the Sierra Club Beverage Company did not run a single line of advertising in The Examiner, the several thousand dollars involved in our contract for space for 'Scotch Mist' would be well invested. Your merchandising service and the wonderful field reports have opened scores of new accounts and new aspects of our business. in itself is worth every dollar."

-Charles Poar, President SIERRA CLUB BEVERAGE COMPANY

SCOTCH MIST is a year and a half old product with a good distribution. The Examiner made the distribution a lot better and is now taking the SCOTCH MIST message to the biggest morning and Sunday circulation west of the Rockies.

160,000 DAILY 370,000 SUNDAY An Exclusive Campaign in the Examiner

LOS ANGELES EXAMINER

Offices

Eastern					1819 Broadway, New York City
Western					- 915 Hearst Bldg., Chicago, Ill.
Pacific				571	Monadnock Bldg., San Francisco
Automot	ive				703 Kresge Bldg., Detroit, Mich.

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When to Put Personality into Advertising

If an Intimate, Man-to-Man Contact Is Desirable, Perhaps Even a Picture of the Head of the Business May Not Be out of Place

I h this day of great organiza-tions and impersonal business it is refreshing sometimes to "meet up" with real, live human beings who are running personal enterprises and doing a good job at it. There are a lot of businesses of this kind all over the country and it is probably not too far fetched to say that, even in this day, the backbone of American industry is made up of such establishments. But it is only occasionally that the owners inject themselves into the picture. The thing that counts, of course, is the product and what it will do and not the human beings who make it, but the man behind the product has a great deal to do with what the product is. And knowing the man may help one to know the product better, and in a more favorable way.

F. E. Beatty, president of the R. M. Kellogg Company, grower of strawberry plants at Three Rivers, Michigan, reproduces his photograph in almost all his advertising and throughout his catalogue. Not only does he use his own picture but he prints his wife's picture and a picture of his home and the dog and the cat and the rest of it. His selling is intensive, personalized selling all the time and it brings the business.

Whether to use the maker's photograph in advertising or not is something which cannot be decided offhand. There is no rule regarding such procedure. But it is a safe bet that if there is no real reason why a manufacturer should meet his public in this way the portrait is liable to be looked upon as a piece of vanity. In the case of Mr. Beatty there is a real reason. His business of growing strawberries is built around him and his family and his home. It is a personal proposition in the strictest terms and it is quite a natural thing that he should try

to reflect this personal element in his advertising. It is the same way with J. K. Alexander, the "Dahlia King." Mr. Alexander's flower business grew from his hobby. It is distinctly an expression of himself. All around his neighborhood he is known for his dahlias and is an authority on the subject. His name means something in the flower world. It is not strange therefore, that he should step out of his gardens into the pages of his advertising. Then there is the case of the

two Haag brothers in Peoria, Ill. They advertise in trade papers reaching hardware dealers and they are the type of men who would appeal to retailers. The fact that the Haag Bros. Co. makes electric and power washers is incidental, so far as readers of PRINTERS' INK are concerned.

A recent advertisement of Haag Bros. was headed: "Gentlemen, meet the Haag brothers, George and Al, in their business clothes." Like Mike and Ike, George and Al look alike. Full length portraits show them in their shirt sleeves, each with a washer part The copy, written in his hands. by a visitor to the plant, reads as follows:

as follows:

Those who know the Haag Brothers, and wish to see them, look in the factory first—and they are generally found right there with blue overalls on and actively at work on some part of design or production.

They personally know exactly what goes into every washer that leaves their factory and they spend practically all of their time right out in the plant.

There is something in this fact for you as a dealer. The honesty of the work and the quality of every machine is a reflection of the honesty of the two men behind the plant. The two Haag brothers started "on a shoestring" and today they own all of their business. They can hold a director's meeting six times a day if they happen to meet that often, and whenever a new model is designed, it is solely the product of the genius of these two men.

Business success doesn't mean nearly as much to them as does building first-class washers. That's why business

Au

success is coming to them. It is the natural consequence of the way they builded washers for fourteen years.

The Haag twins have good reason to inject their personalities into their advertising. The fact that they are twins and look so much alike is interesting in itself and worthy of comment. they are essentially overalls men. They do work most of the time right out in the plant and in blue overalls. Sometimes they even work on actual production, going so far as to help in loading a freight car. But mostly they spend their time in experimenting and designing in their pattern shop. Their business is being advertised in a number of trade publications reaching the electrical, hardware, house-furnishing and implement fields and in local newspapers throughout the country in conjunction with dealer advertising.

In commenting upon the personalized copy now being used in the trade press, H. H. Hickman, of the company, said, "It is quite probable that our trade-paper copy in the near future will continue along similar lines. Since it was possible for any manufacturer to say the same things we said, we felt that some means was necessary to apprise the industry of the fact that in this organization the owners of the business are personally responsible for the condition of the product as it leaves the factory, which, in the washer field, is quite a unique and conspicuous situation. And we wanted to secure a different for our advertisements and make an effort to overcome the chronic sameness of all tradepaper copy of this industry.

Advanced by F. B. Kelly Company

Henry H. Chambers, former Mid-West manager of the F. B. Kelly Com-pany, Rochester, N. Y., publishing, has been appointed general sales manager. He succeeds Lloyd S. Read, who has been elected vice-president in charge of customer relations.

Join Landsheft Agency

Herbert Brown and Mrs. Joseph Brumberg have joined the staff of the Landsheft Advertising Agency, Buffalo.

Fall and Winter Campaign on Federal Radio Started

On Pederal Kadio Started

The Federal Telephone & Telegraph
Company, Buffalo, has started an advertising campaign which will be conducted throughout the fall and winter on Federal Standard radio products. Full pages are being used in national magazines together with smaller space in business publications.

According to Milo Gurney, advertising manager of the company, the principal effort of the advertising will be to place the radio in its proper sphere in various classes of homes, but principally in the average type of household.

cipally in the average type of nousehold.

It is planned to bring this result about largely through the use of pictures of happy family circles, pictures that dramatize the fact that people in all conditions of life-young, middle-aged and old—enjoy and profit from the radio performance. The copy bears out the same thought stressing the versatility of the radio program.

Later in the season newspaper advertigation of the radio program.

Later in the season newspaper advertising will be placed in metropolitan centres. "Federal Features," a monthly broadside, will continue to carry the Federal message to dealers.

Applies "Buffalo" Trade-Mark to All Its Products

The Wire Wheel Corporation of America, Buffalo, has made application for registration of its trademark, a buffalo within a circle bearing the company's name, for use on motor vehicles and parts thereof. The "Buffalo" trade-mark is now applied by this company to all its wheels, both wire and disc, including the House, Houk and Rudge-Whitworth wire wheels, and the Buffalo disc. National magazine and business-paper advertising is used.

Sport Clothes Account for Street & Finney

The Lewis M. Weed Company, Inc., Binghamton, N. Y., manufacturer of sport clothing, has placed its advertising account with Street & Finney, Inc., New York, advertising agency. A campaign will be conducted in sporting magazines.

Will Represent Chicago "Journal of Commerce"

Frank B. Griswold, Jr., in charge of the financial advertising department of the New York Times for the last two years, has been appointed New York representative of the Chicago Journal of Commerce.

With Heywood-Wakefield

Harold P. Smith has joined the advertising department of the Heywood Wakefield Company, Beston, manufacturer of cane, reed and fibre furniture and baby carriages. He was formerly with the Milwauke Journal.

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Hearken

Commendations from unexpected sources, often add zest to the spirit of service:

"Mr.A.R. MacFarland is very well pleased with the splendid results you achieved in the layout and the general appearance of our job."

This from the Secretary of the Advertising Manager of the United Autographic Register Co. You profit by our cooperation and service.

LU-WIL-KO

Ad-Setting . Printing

725 So. La Salle St., Chicago

/ami

DOMESTIC ENGINEERING

ABusiness Paper for the Plumbing and Heating Industry

A plumber is not just a workman with a bag of tools, but is a contractor and a live merchant.

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Some Fruits of Solitude

Getting More Advertising Ideas through the Use of "Quiet Times"

By Edward Harrison

THE advertising man is a social animal and apt to sing with the poet Cowper, "O Solitude! where are the charms that sages have seen in thy face?" Yet withdrawal from society and business, at times, gives our graymatter a spur to get busy and do something worthy of being called brain work.

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I know of a case where too little attention to bodily health and too much driving desk work caused the sudden failure of an advertising man's eye muscles. Ordered to give up office work and stay outdoors he thought the world had crashed in on him and usefulness had ended.

He tackled the duties of a laborer on a truck farm with determination and, as strength slow-ly returned, he felt a wonderful sense of freedom to think. Unhampered by ringing phones and office messengers he took advanage of his opportunity to get outside of himself and look in.

It often happened that this man was started on a job of hoeing or pruning that called for mechanical repetition of limb action and no special head work, so through the whole day his active mind combed over all that he had learned and practiced in advertising. That summer served to sort out the fluff and foolishness and put proper stress on sound advertising principles.

Apart from the value of time and quiet to think things through, came another conviction as a natural reaction from being shut off from all reading for several months and then being allowed to read but a few minutes at stated times each day. What the specialist told him about eye habits, and the difficulty he found in securing books with paper and type that made an easy-to-read combination, caused a reversal of some of his ideas of stunts in advertising typography. Ben Sherbow

was right indeed when he said "Type is nothing at all when it is not easy to read."

There are more people with defective vision than we who have not been bothered with eye trouble can conceive. Jamming masses of six-point and eight-point type into a small advertisement—just because the layout man marked off a tiny space and the copy man had a prolific typewriter, causes lots of disagreeable sensations at the receiving end—when the receivers are not blessed with eyes like eagles.

There seems to be a happy medium around eleven or twelve point in some type face which is ideal for the easy reading of advertisements. Below, and above that point difficulties rapidly increase. Whole advertisements composed with eighteen or twenty-four point type are not easier to read, even when well spaced, because our eyes are not accustomed to reading more than headlines in such sizes.

WORD PICTURES NEEDED

Another principle that loomed as important during that long enforced absence from advertising work was one that seemed to work against the "easy to read" idea at first. If we acknowledge that we must have our copy set in type that is large enough for those with even poor sight properly to distinguish, then when we come to the conclusion that the average advertisement needs more copy, how are we to reconcile the two without purchasing a lot more space?

Talks with the other farm hands to find their reaction on advertising made this advertising man see that a manufacturer who has a product with one big selling idea works at a disadvantage unless he paints word pictures showing that article from many different angles and in many uses. The idea that

As

we see very clearly does not get over so strongly to some other person, and that which seems unimportant to us is just what seems to convince the other fellow.

Many ideas and many words to clothe them adequately seem vitally necessary to put our propositions across. It takes many drops of water to wear away a stone and many words and mental pictures to change a man's convictions or urge him to definite action.

We cannot hope to change a man's mind in one short letter or a few of the popular "brief, snappy ads," but we can see to it that our general advertising plays up the many features from varied angles and that we are not afraid to use costly space to make prominent a booklet in which we have stated our whole story exhaustively. People want infinite details about the things that interest them. You cannot economically tell them through periodical or outdoor advertising alone but you can back up your advertising with interesting and informative booklets and letters.

Periods of solitude, or quiet times, to give our good ideas a chance to come to the top; sensible type sizes to make the reading of advertising easy, and adequate supporting literature to provide your entire story for those who want it, are three subjects that the young advertising man feels were worth emphasis. Of course, we don't all need to be dropped out of our profession temporarily to find the best way of making the cream of our ideas rise to the top!

New College Magazine Published at Chicago

A new monthly magazine, Co-ed, has made its appearance with a September issue. It is published by the Collegiate World Publishing Company, Inc., Chicago, and will be devoted to college fiction, humor, and illustrations. J. M. Lansinger, president of the company, is business manager.

Goes Lithographing Company Appoints C. S. Pate

The Goes Lithographing Company, Chicago, has appointed Charles S. Pate as its Eastern representative, with head-quarters at New York. He will handle the Goes line of advertising specialties.

Congoleum and Nairn Companies Merge

TWO of the largest manufacturers of advertised floor coverings in the United States will be consolidated as the result of negotiations which have been completed between the Congoleum Company, Inc., New York, and the Naim Linoleum Company, Kearny, N. J. These negotiations, which have been under way for some time, were concluded by Frank B. Forster, president of the Congoleum company, who went to England for this purpose. Sir Michael Nairn, president of the Naim company, lives in the latter country.

On the return of Mr. Forster from England the directors and stockholders of each company will meet to ratify the agreement. Following these meetings the management will announce the details of the amalgamation. The merger is expected to become effective about November 1.

The Congoleum company manufactures felt base rugs and floor coverings which are sold under the registered name of Gold Seal Congoleum. It was formed in 1919 at New York to succeed the Congoleum Company, which was a subsidiary of The Barrett Company. The Nairn company manufactures linoleum which is sold under its own name. The annual sales of the combined companies are estimated at approximately \$40.000.000.

Through consistent advertising a wide reputation has been created for both Gold Seal Congoleum and Nairn linoleums. During 1923 it is estimated that considerably over \$2,000,000 was spent in advertising Congoleum products to both trade and consumer.

Under the new organization it is reported that the Congoleum company will direct the advertising and selling for both lines after November 1. W. & J. Sloane, New York, who have been sole distributors for Nairn products, have announced that they will cease to represent the Nairn company as selling agents after Oc-

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will com-OcDetroit!
The only Big City in the U.S.
where Business is Still Good



Again the map of the nation's business discloses the fact that Detroit is the only large city in the United States where business is still good.

And in this huge market of a million and a quarter people, both the local and the national advertiser finds a ready channel for the distribution of good merchandise through The Detroit Free Press.

Now, more than ever, is the Free Press indispensable to the advertiser, for it is the only medium that makes definite contact with the greatest number of BUYERS, whose purchasing power is little disturbed by any unemployment statistics, or the ebb and flow of "conditions," in America's Fourth City.

The Detroit Free Press

"Advertised by Its Achievements"

VERREE & CONKLIN, INC.

National Representatives

New York

Chicago

Detroit

San Francisco

Au

tober 31. The Congoleum sales organization which will also direct Nairn sales after this date, includes sales offices and distributing warehouses in a number of important centres in the United States and Europe.

It is reported that the aggressive sales and advertising policies which have made successes of these products will be continued and expanded under the administration of the combined companies.

Tire Account for Portland, Oreg., Agency

The advertising account of the Columbia Tire Corporation, Portland, Oreg., manufacturer of C T C cord tires, has been placed with the Botsford-Constantine Company, advertising agency of that city. A campaign covering the Pacific Coast is planned.

Milwaukee "Sentinel" Appoints Benjamin & Kentnor

The Benjamin & Kentnor Company, publishers' representative, New York, has been appointed the national advertising representative of the Milwaukee Sentinel and The Sunday Sentinel-Milwaukee Telegram.

More Linage on the Lineage of "Linage"

THE BANKERS SERVICE CORPORATION
NEW YORK, Aug. 16, 1924.
Editor of PRINTERS' INK:
Now that the classic shades of Cornell have been heard from, let me add
my "barbaric yawp" to the discussion.
The first advertising man who wrote
limeage probably thought there was no
such word in the language. The
chances are it had never been used in his family.

Even so, he must have known that we write "lining," not "lineing," 'lineing," and "linotype" not "lineotype."

not "lineotype."

For my part I have always written
"linage" and hope that any writer of
similar lineage to mine will do the same.
"Lineage" as an advertising word is
not in the dictionary yet, but if we
don't look out if will be. Then there
will be another word of doubtful lineage
to puzzle the student of English.

THE BANKERS SERVICE CORPORATION,

G. PRATHER KNAPP, Vice-President.

Theodore Wright Dead

Theodore Wright Dead Theodore Wright president of the Philadelphia Record Publishing Company, and for many years editorinchief of the Record, died at Hollywood, Calif., on August 16. He would have been ninety-four years old on August 30. Mr. Wright retired from active work in 1912 and moved to California.



TECHNICAL COLOR PRINTING

Sharpness and accuracy of register; Clearness and freshness of color-

These are the absolute essentials of good color printing. (They apply with particular emphasis in the preparation of color charts, sample books, and catalogs of rugs, linoleum, and many similar products. (From our long experience

in this field, we can undoubtedly help you and your next catalog.

AMOND PRESS

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Makes Advertising and Circulation Records

With 249,292 agate lines of Display Advertising during its full month of publication, the DAILY MIRROR, New York's new picture newspaper, led the New York tabloid-size daily newspaper field in Display Advertising lineage for the month of July.

It has established a circulation record not equalled before in newspaper making in so short a period. Net paid circulation in excess of 100,000 from the first day.

The DAILY MIRROR is bringing results to advertisers and affords an unusual opportunity for profitable advertising at present rates.

Rates

Advertising rate, 15 cents flat per agate line. No yearly contracts. Definite insert order and schedules for insertions to the end of 1924 will be accepted at 15 cents flat per agate line for space used prior to October 1, 1924, and thereafter at 25 cents flat per agate line to the end of 1924.

DAILY MIRROR

New York's New Picture Paper

E. M. Alexander, Publisher

J. Mora Boyle, Advertising Manager

55 Frankfort Street, New York. Phone Beekman 8000

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Prestige

¶ Just as John Wanamaker and Marshall Field gained everlasting *Prestige* as merchandisers, through Confidence and Service, so has THE ROTARIAN gained *Prestige* in the advertising field by the same methods.

¶ The success of THE ROTARIAN is really remarkable, but it owes its success and *Prestige* entirely to a persistent and consistent effort to hold the Confidence of its readers and advertisers by rendering real *Service*.

ROTARIAN

he Magazine of Service CHICAGO

Member Audit Bureau of Circulations

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago Rastern Representatives: Constantine & Jackson, 7 West 16th St., New York Mid-West Representative: Howard I. Shaw, 326 W. Madison St., Chicago Subscription price \$1.50 in U. S., Newfoundland, Cuba and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2 in all other countries.

Published Monthly by Rotary International

924

When Legislation Creates Merchandising Opportunity

Three States Pass Laws Requiring
Official Automobile Headlight
Testing Stations, So Minneapolis
Manufacturer Helps Dealers
Qualify as Headlight Testing
Experts to Mutual Advantage

By educating automobile service dealers to become experts in headlight inspections, The Parafector Company, of Minneapolis, believes that it is setting them up in a new type of business which will prove very profitable. In business-paper and direct-mail advertising, the company is calling the attention of dealers to the opportunities which this new specialization affords.

Dealers are told that three States already have passed headlight testing laws requiring official testing stations, and that agitation is being made by the Bureau of Standards and the Society Automotive Engineers for adoption of similar laws in other States. Here is the beginning of a new business and the dealer is urged to get in on the ground floor early so that he will establish himself as an expert in his community.

The Paraflector Company assists him by providing him with a metal sign which informs passing motorists that he offers free headlight tests. The sign is topped with a reproduction of a large headlight underneath which appears the following: "Paraflector Service Station, Drive in."

There also is furnished, at cost, a chart or screen to put on the garage wall. When headlights are thrown upon this chart it shows their condition. Complete testing instructions are furnished.

"If the dealer advises the headlights are out of focus or inefficient in any way, he states what it will cost to correct these difficulties," the company says in a folder. "This free service gives the dealer an opportunity to focus and adjust the lamp bulbs for a

ies.

SALES INSURANCE

by Harry E. Wade

THIS is the sort of insurance that can't be purchased. You must create it.

Some call it public approval, others public confidence or favorable public acquaintance. Whatever you choose to name this insurance, it is worth more than factories, materials or surplus.

How do you create it? By convincing the public you are "right" in goods and price and service.

How do you convince folks? By sound sales effort built on a sound sales plan.

This means intelligent advertising, which is our particular business. May we talk sales insurance with you?



136 Liberty Street, New York City Telephone · Rector 7880 ~ Cable · Flailad

Aug. 2

suitable charge. Then he tests their performance on the screen, and sells new bulbs if needed. This means a second profit." Then the dealers are given a chance to demonstrate Paraflectors with the possibility of making a third additional profit. If a sale is made the Paraflectors are installed and the dealers obtain a fourth profit.

The whole merchandising plan of The Paraflector Company is based on the strategic position which the garage man and service station have in the distribution of motor accessories to automobile owners. "It is our belief that a garage man has more chances to sell the automobile owner when said owner has driven into the garage man's place of business and is actually on his floor waiting to be sold," is the way W. B. Erwin, advertising manager, ex-plains the idea underlying the Paraflector merchandising campaign to PRINTERS' INK. "The dealer at least has a better chance "The to sell the car owner than if the car owner were going past his place of business or simply getting some gas or oil in front at the curh."

Dealers are adopting the Para-flector suggestion, Mr. Erwin said, which is working out very successfully wherever it has been established. He expressed the belief that it is only natural to assume that when other States pass headlight laws, Paraflector service stations will be among those first appointed official inspection stations because of the fact that they already are established and experienced in focusing and adjusting automobile headlights.

B. G. Jacobs Joins Arrow Press

B. G. Jacobs, formerly vice-president of The E. W. Fowler Company, New York, has joined the Arrow Press, Inc., also of that city as sales manager. He was for four vears with the National Cash Register Company, and more recently has been with the Percy Chamberlain Associates, Inc., Detroit.

36 21 36 46 1 46 21 2 16 3 36 M 36 STANFORD BRIGGS INC. 26 1 ADVERTISING ART 36 3 3 4 302 FIFTH AVENUE, N.Y. 31 36 Layouts, designs, and Ill-36 ustrations for every purpose 26 in every practical technique. 26 26 WRITE US FOR SAMPLES OR 36 BETTER STILL ASK US TO CALL 36 36 36

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A Moser & Cotine Client

National advertising in all its phases planned and executed for New York State manufacturers alone.

MOSER & COTINS Advertising

Member: American Association of Advertising Agencies



Action

"Let's have a little action on it," is sometimes the lastminute order. And all is hustle and bustle with the printer, the electrotyper and engraver.

But in one small office there sits a man who could have given quicker "action" and perhaps saved both worry and money. Much last-minute "action" all along the line might have been precluded if he had been called into his customer's office, some weeks ago, to talk over plans for the printed matter, before they assumed definite form.

Not only do your photo-engraver's suggestions tend to save time by preventing disappointments and mistakes, but they add distinction and force to your printed message—and lessen costs.

Gatchel & Manning, Inc.

PHOTO-ENGRAVERS

Demand for Milk Products Uses Larger Milk Production

Production of milk in the United States during 1923 increased more than 7,000,000,000 pounds over the production of 1922. This is equivalent to 3,500,000,000 quarts. This enormous increase was taken care of by larger consumption of milk in the manufacture of a number of milk products which are advertised locally and nationally under various trade names, such as milk chocolate, ite cream, cheeses, condensed and evaporated milk and malted milk.

rated milk and malted milk.

The total production of milk for 1923
was 109,736,062,000 pounds as against
102,562,221,000 in 1922 and 98,962,286,
000 in 1921. Almost half of the total
production, 50,440,000,000 pounds, was
used for household purposes as against
46,672,560,000 pounds the preceding

The consumption of milk in the manifecture of milk chocolate increased from 100,000,000 pounds in 1922 to 149,000,000 pounds in 1923, at gain of almost 50 per cent; cheeses recorded a gain from 374,980,000 pounds; malted milk, which used 13,659,000 pounds in 1922 consumed 15,331,000 pounds in 1923, and the consumption of milk in butter increased from 1,153,515,000 pounds in 1923. Condensed and evaperated milk used 1,431,349,000 pounds in 1922 and in 1923 increased this consumption to 1,774,881,000 pounds. The ice cream industry, which took 263,520,000 gallons of milk in 1922, consumel 294,900,000 gallons in 1922, consumel 294,900,000 gallons in 1923.

Poster Advertising for York Heaters

Abendroth Brothers, Port Chester, N. Y., have made application for registration of the trade-mark "York" claiming use since 1882. This trade-mark is used on the Abendroth line of coal store and ranges, house heating boilers, thee also being known to the trade as the York line. Starting September 1, the company plans a poster advertising campaign on York heaters in railway stations of its territory.

New Accounts for S. M. Masse

The Lucius Manufacturing Company, Uhrichsville, Ohio, manufacturer of storage tanks, and the International Metal Hose Company, Cleveland, manufacturer of metal tubing, have placed their advertising accounts with The S. M. Masse Company, Cleveland, advertising agency. Business papers and direct-mail advertising will be used.

C. E. Horton Joins Chambers Agency

Clement E. Horton, formerly associated with The Berbecker & Rowland Manufacturing Company, Waterville. Conn., has joined the New York office of The Chambers Agency, Inc. ts on ited

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The Religious Press for God and Country

Truth

Established 1898 412 Eighth Avenue New York City, N. Y.

Catholic Publications Have "Long Life"

Many Catholic families keep bound volumes of their favorite Catholic magazine, thus giving the advertisement an indefinite "life." Catholic magazines are passed along, Catholic clubs and institutions display them in their reading rooms where they are read by dozens of people to a single copy. Catholic magazines are never read hastily on the train and thrown aside. They go into the Catholic home where they are read by every member of the family.

TRUTH MAGAZINE is one of the leading Catholic publications—a member of the Catholic Press Association ten consecutive years—a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE can be greatly helpful in influencing sales in this worth-while Catholic market. The October number will go to press on the first of September.

John J. OKeaffe

President

JOSEPH P. SHEILS Western Advertising Office 906 Boyce Building Chicago, Ill. EDWARD P. BOYCE Eastern Advertising Office 706 Emmet Building New York, N. Y.



Charles Daniel Frey Advertising

A GENERAL AGENCY

30 North Michigan Avenue Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

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When a Star Salesman Can Drag the Retailer Down

A Little Story from Real Life, Showing Futility of Price and Discount Appeal as against Quality and Service

> By S. B. Sieg Manager, Western Grocer Mills

A SALESMAN has a duty to perform that is much more important than a mere proposition of making immediate sales.

The way he sells his goods is going to have a strong force in making or breaking the retailer who buys from him. Take the old-time considerations of price and discount which, happily, do not figure quite so heavily in selling in these comparatively en-

lightened days.

without Commercial wrecks number have followed closely upon these mischievous and dan-The regerous sales arguments. tailer is likely to sell pretty much along the same lines as he buys, following the method of the man higher up, so to speak. Copying the salesman, he cuts prices and gives rebates. He may even imagine he is doing a service to humanity until he wakes up some day to find the sheriff closing his doors.

Let me tell the story of a star salesman whom I knew when I first started to travel. I will call him George Berry. I am not giving his real name, as he is still alive, although a failure in life and a physical wreck.

Some twenty years ago George was perhaps the largest volume grocery salesman in Iowa. His favorite boast was that nobody could sell goods lower than he and that he would meet almost any price, real or imaginary, that

came to his ears.

He was one of the hardestworking salesman I ever knew. He worked thirteen solid days out of fourteen, selling goods to dealers. The fourteenth day he would spend in the house at Des Moines. He would average easily fifteen hours work a day. On Mondays of each week he would work, by train, the towns of De Soto, Van Metre, Earlham and Stuart and would get into Menlo at six o'clock. The landlord at the hotel always had his supper on the table when he arrived. The three Menlo dealers would arrange their evening meal hour so as to meet him, and at eight o'clock the liveryman would drive him up to the last store.

But his day's work was little more than half done by that time. He would drive into Glendon, Dale and Montieth and at midnight would reach Guthrie Centre. The last dealer upon whom he called in Montieth always waited for him until 10:30 o'clock at night, and sometimes he did not get to Guthrie Centre until one o'clock in the morning. Next day he was at work by seven, and kept at it again until late at night.

HE "BOUGHT" ORDERS

Every other Sunday he would work five inland towns out of Atlantic, putting into his buggy a gallon of whisky or a case of beer. His dealers there were mostly of a foreign element. They liked him and what he brought with him and would save him practically all their grocery business. George took quite a liking to me, although I never could see what attracted him, unless it was that he felt sorry for me. He sold as much merchandise, in dollars and cents, in a day as I did in a week. Perhaps also he felt my admiration for him. I regarded him as a wonder and in every way deserving of his success.

Before coming to the point of my story, let me tell a little incident that will show how forceful he was. One evening George in-

Are You Ready for the Fall Drive?

Soon they'll be back—those prospects of yours with minds and bodies refreshed, eager for the best you have to offer.

Everywhere the summer slack will be picked up. The march and go of crisp, autumn days will be reflected in selling methods.

Will you be ready with a sales-promotion campaign, fresh in its appeal, effective in its pulling-power?

It's in the preparation of such a campaign that Canson & Montgolfier Hand - Made Papers can help right now—mightily.

Sales promotion done on these beautiful papers conveys the message you most want to deliver to those you most want to reach.

It's just the time to find out how the use of Canson & Montgolfier Hand-Made Papers can step up your fall drive. It's just the time to discuss the matter of paper for your next direct-by-mail campaign or individual piece with a representative from

Canson & Montgolfier

Manufacturers of Hand-Made Papers Since the 16th Century

Printing Crafts New York City Building N. Y., U. S. A. vited me to drive into Atlantic with him. We hadn't had supper and were very hungry. We got to talking about hotels and the monotonous meals that were served, with their big assortment of meats and no vegetables. George, that evening, was hungry for greenstuff such as radishes and lettuce. He told me as we drove along that if the hotel served the regulation meal that night with steak, canned corn and soggy fried potatoes he would give the landlord a piece of his mind.

We arrived at the hotel late and were the last ones in the dining-room. George had called the turn. A tough piece of steak was put before us; some cold. greasy fried potatoes and stewed Possibly George was irritable on account of his long ride. Maybe some salesman had been cutting below his sugar price. Anyway, to the dismay of the poor waitress, he grabbed the table cloth up at the four corners and threw the whole supper out of the window. He strode from the dining-room, telling me to follow. On the way out he gave the landlord a lecture on the proper balancing of food that would have brought envy to a modern dietetic expert.

We stopped at a grocery store and bought some radishes, lettuce and green onions. We took the stuff to a restaurant, where the cook prepared us a fine meal. He gave us some cold baked ham, and wilted almost a dishpan full of lettuce. We each at a couple of bunches of radishes and onions. During the meal. George continued his oration on food, having my fullest sympathy of course.

I have gone into detail in this manner to show the energy, resourcefulness and ability of the man. What a power for good such a man could be in working among retailers, showing them the right way. Also, how much he ought to be able to accomplish for himself. But he did neither.

He drew \$5,000 a year, which was an enormous salary in those

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A good agency must combine vivid imagination with sane economics, and enthusiasm with common sense

Arnold Joerns Company

Arnold Joerns Building-CHICAGO-26 East Huron Street

"The Fifth
Responsibility"
An artistic six-page

folder of our own, set in Garamond and printed on Strathmore Charcoal.

May we send you a Copy?

NEWCOMER & CO.

124 White Street, New York FRANKLIN 0604





days. But out of this he paid fully \$4,000 for expenses, including the rebates he paid his customers personally. I have seen him put ten dollars on a dealer's desk to cover a rebate on sugar alone. So he made nothing for

himself out of all his hard work. Also, he probably never made a dollar net profit for his house, if the truth were to be told, despite his immense sale volume. And as for helping others, I am sure he destroyed them instead. He destroyed merchants because he taught them, by example, that price is the main thing to consider in buying—an error, to say the least. Without a doubt he put wrong ideas into the heads of many dealers who admired and looked up to him, and thus indirectly contributed to their final failure.

PRICE SELLING FAILED

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A change came about in merchandising conditions in Western Iowa. Jobbers came to see the iniquities of rebates and discounts and gradually discontinued them. Better business methods were put into force. When they took away discounts and price George had nothing to sell. If he had been selling merchandise and had been using his talents to build retailers in the right way, the story would have been different. But under the circumstances, feeling he could not adapt himself to the new conditions, he resigned. Although he had no money saved, he went into business for himself, only to fail. I understand he now is a wreck in more ways than one.

George Berry was once my ideal as a salesman, because he was not afraid of work and held the dealers almost in his hand. Misguided though some of his methods were, he really had it within his power to be a builder. But he was not. He created nothing. He blocked success for others as well as for himself. Despite all his energy and ability the territory was better off without him—a real tragedy, I am sure all will agree.

The sad part of it all is not

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FAMILY PREFERENCE IN COLUMBUS IS FOR ADVERTISED FOOD PRODUCTS

Advertised food products are preferred in a large majority of homes in Columbus and its trading territory, embracing a population of OVER 850,000 PEOPLE.

This is forcibly demonstrated by the already large and constantly increasing number of result-producing food advertising campaigns appearing in The Columbus Dispatch, Ohio's Greatest Home Daily.

Public opinion of a product lies largely with the medium through which it is introduced. Experienced advertisers know this and use the newspaper with the highest standing in its community and the greatest circulation.

These are the reasons why national food advertisers favored The Columbus Dispatch for the first seven months of 1924 by publishing in this one newspaper OVER 66 PER CENT OF ALL ADVERTISING appearing in Columbus newspapers. The Dispatch total was 263,194 lines of food advertising or 131,623 lines more than was published in the other Columbus newspapers combined.

MAKE CENTRAL OHIO YOUR TEST MARKET

Columbus Disputch

HARVEY R. YOUNG O'MARA & ORMSBEE, INC., Representatives
Manager of Advertising New York, Detroit, Chicago, San Francisco

and that's that.

"Either advertise your business or advertise it for sale, and if you do advertise, then ADVERTISE. Don't go at it like the man who cut half an inch off his dog's tail every day because he was too kind hearted to cut it off all at once."

Arthur Brisbane.

Successful advertising is based upon thorough investigation and subsequent analysis of markets, backed by a versatile knowledge of the ways and means to reach these markets. These are the functions of the advertising agency.

We shall be pleased to present proof of our claim that we are peculiarly qualified, by personnel and experience, to perform these functions.

BISSELL & LAND, INC. 337 Second Ave. Pittsburgh, Pa.

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that this type of salesman fails, but that the false ideas he gives out causes others to fail. is why I say the salesman has a duty to perform and a real responsibility to discharge. think I should hate to caused some promising retailer to fail through giving him the wrong kind of advice or putting before him a wrong example.

Here is an interesting thing about salesmanship, when you come to think of it: When a salesman wins, in a complete and sufficient way, he helps his customers win also. He has to, for the success of one is bound up with that of the other. But when he fails, as George Berry did, he often drags the retailer down with him. Quite a responsibility. isn't it?

New Accounts for A. A. Gray Agency

A. A. Crray Agency
The Axley Manufacturing Company,
maker of radio parts, and the National
Transformer Manufacturing Company,
both of Chicago, have placed their advertising accounts with A. A. Gray &
Company, Chicago, advertising agency.
Radio magazines and newspapers will
be used for these accounts.
The Berryman Oil Burner Company,
Chicago, also has placed it account with
the Gray agency. Direct-mail and
newspaper advertising will be used.

Canadian Campaign for Westinghouse Radiolas

The Canadian Westinghouse Company, Ltd., Hamilton, Ont., is starting an advertising campaign in September on Westinghouse Radiolas. Newspapers, farm papers and magazines will be used. The campaign will be directed by the Hamilton Advertisers' Agency Limited, also of Hamilton, Ont.

Northern Illinois Newspaper Group Appointment

The Northern Illinois Group of The Northern Illinois Group of Newspapers, Aurora, Ill., which includes the Aurora Beacon-News, Eligon Courier and the Joliet Hersid-News, has appointed LaCoste & Maxwell, publishers' representatives, Chicago, as its Western representatives.

> Radio Account for Keelor & Hall

The Faraway Radio Company, Cin-cinnati, manufacturer of radio equip-ment, has appointed The Keelor & Hall Company, Cincinnati, advertising agency, to direct its advertising: Na-tional magazines and business papers will be used.

Were You One?

Last year over one million tourists enjoyed the marvelous and manifold beauties of New York State. Crags and chasms, fields and forests, lakes and lily-ponds and all the spots made famous by man or nature showed these people the unmatched variety wealth of interesting places.

ride across New York State in any direction is a wonderfully pleasant education.

Htica Observer-Dispatch

Member Empire State Group Each the Leader in Its Field

J. P. McKINNEY & SON

New York

Chicago Los Angeles

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The Atlanta Journal Atlanta, Ga.,

Covers Dixie Like the Dew

July circulation of The Atlanta Journal was the largest of any July to date.

Daily . . . 71,553 Sunday . . 105.598

published price \$9.50 a year was paid by every subscriber.

Advertising in The Journal Sells the Goods



Industrial Paint Manufacturer to Enter Consumer Market

The Republic Varnish Company, New. The Republic Varnish Company, Newark, N. J., manufacturer of paint products for industrial use, will ealinge in operations by the addition of a line of paints and varnishes for consumers. In outlining the new policy of the company, W. B. Pastorfield, manager of trade sales, informs Printers' Ink that it expects to be ready to begin marketing its consumer line about January 1, 1925, In the meantime an advertising and a sales department are being formed. "The business of this company has been confined exclusively to the industrial trade," Mr. Pastorfield said. "That is, we have been making enamels, paint

is, we have been making enamels, paints and varnishes for use by manufacturen of products that have to be finished with

of products that have to be finished with paints or varnishes.

"The first of this year we decided to enter the dealer and jobber field with a complete line of paint and varnish products. We expect to put out only the very highest grade materials, marketing to the consumer through appointed and exclusive agencies among the best representative paint and hardware dealers."

In anticipation of its increased business the company has purchased a new factory and has made application for registration of the trade-mark Repounder which name the consumer products will be sold.

will be sold.

The Mitchell-Faust Advertising Com-pany, Inc., Chicago, has been appointed to direct its advertising and to assist the sales department in marketing Republic

Printing Business Formed at Asheville, N. C.

A new printing and direct-mail advertising service business has been formed at Asheville, N. C., under the name of the Biltmore Press. Frank E. Whitman is manager. Mr. Peckham formerly was sales manager of the Clinton Sugar Refining Company, Clinton, Lowa. At one time he was manager of the Peckham Candy Company, St. Louis. Mr. Whitman has been secretary of the Asheville Chamber of Commerce.

Fresno Better Business Bureau Appointment

E. C. Kanitz, previously assistant for the Dallas, Tex., Better Business Bureau, has been appointed for the Fresno, Calif., Better Business Bureau. He succeeds Ros Cox, who has been manager for the last two years.

W. P. Lovell with Clinton "Advertiser"

W. Payne Lovell has been appointed business manager of the Clinton, Iova, Advertiser. He was formerly circula-tion manager of the Bloomington, III., Pantograph.

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Iowa, rcula-, Ill.,



"Over in New England It's the 'HOMESTEAD'"

Whenever, and wherever, farm papers are mentioned, NEW ENGLAND HOMESTEAD comes up at once as the outstanding and favorite publication for this territory.

This enviable position has come about through more than 60 years of unfailing service to New England farmers, plus an exceptional record of advertising results.

75,000

of the leading farm homes in New England read and study every issue. New England rural dealers, distributors, and leading advertisers, all know, use, and endorse the Homestead.

Truly, the Homestead is "more than a farm paper

-a veritable New England institution."

Effective September 1, 1924, the Homestead's circulation will be 75,000 weekly, and the new advertising rate will be 50 cents a line. Bonafide orders received before September 1st will be accepted and carried out at the present rate of 45 cents a line.

To SELL the New England farm market, you MUST use the Homestead.



WARREN A. PRIMET, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.

Audit Bureau of Circulations New York: 456 Fourth Ave. E. B. Williams Sr. Louis: Syndicate Trust Building. A. D. McKinney

Member
Agricultural Publishers Association CHICAGO: 123 W. Madison St. J. C. Billingslea

Icemen Given Prestige in Advertising

Every "higher-up" who is responsible for the conduct and success of The City Ice & Fuel Company, Cincinnati, is a "born-and-bred-in-the-bone" iceman, according to the company's newspaper advertising. "Each one has earned his degree, of M. I. (Master Iceman)," reads one advertisement. "Such men know what the public wants and also know that unless you give the public what it wants it will buy elsewhere or seek a substitute for what you offer for sale."

The advertising also tells the public of the publi

tor sale."

The advertising also tells the public of the importance of ice as a household necessity. "Stick to ice—the reliable, safe refrigerant," which is the company's slogan, appears in all its advertising.

Denver Dairy Adds New Products under Trade-Mark

"Bredan," which has been used as a trade name for creamery butter by the Bredan Creamery Incorporated, Denver, has been filed with the Patent Office for registration as a trade-mark also on its cheese and egg products. Newspaper space is being used to advertise Bredan cheese.

Becomes "Salesmen's Journal"

Money Making, Chicago, has changed its name to the Salesmen's Journal.

C. C. Carr Made Officer of Thomas Advertising Service

The Thomas Advertising Service, Jacksonville and Tampa, Fla., has been reganized. C. C. Carr has been appointed treasurer and general manager. He succeeds Edwin S. Wadsworth as treasurer and Jefferson Thomas as manager. Mr. Thomas will continue as president. Other officers are: Wayne Thomas, vice-presidents of the Manager of the Manag

and Jefferson Thomas as manager. Mr. Thomas will continue as president. Other officers are: Wayne Thomas, vice-president, and Fred Moyse, secretary.

Mr. Carr also is head of the C. C. Carr Advertising Agency, St. Petersburg. Fla., and New York, which business will be continued. Early in September the headquarters of the Thomas agency will be moved from Jacksonville to Tampa with Mr. Carr in charge. The Jacksonville office will be continued with Mr. Thomas as manager. Mr. Carr will divide his time between the Tampa office and the St. Petersburg office of the Carr agency.

Leonard Smith with "The Mailbag"

Leonard W. Smith has been elected president of the Mailbag Publishing Company, Cleveland, and with the September issue will become editor of The Mailbag. He was for several years vice-president and more recently was treasurer of The Dunlop-Ward Advertising Company, also of that city.

city.

William Feather retains his interest
in the Mailbag company and has been
elected secretary and treasurer.

The Daily FOOD MAGAZINE

Trade Mark Applied For

The Only English-Yiddish Daily of Its Kind in America Covering the Entire Jewish Food Trade.

132 Nassau Street, New York City

Tel. Beekman 4660-4661



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Follows Inquiries With Success

Brings in 9 per cent sales increase over similar period in 1923 although business conditions less favorable and fewer inquiries received.

A REPORT just received from a manufacturer employing Caxton a.d.a. (Applied Direct Advertising) to follow up national advertising inquiries, indicates an actual sales increase of 9 per cent over the same months of last year. This increase comes in the face of the fact that fewer inquiries were received and business conditions for this manufacturer were considered less favorable than last year.

In this campaign, and in some others now in progress, Caxton a.d.a. is carrying on the pre-selling work where the national advertising ends. It is augmenting the value of the national advertising by driving it home to the individual in a personal, intimate way. It is providing the impulse necessary to transform a mere conviction of merit into action—buying action.

The successful incorporation of Caxton a.d.a. with the selling plans of nationally known products, about which we can tell you, is evidence of its great adaptability. We invite an exchange of information with Sales, Sales Promotion, and Advertising Managers of concerns with national distribution.



THE CAXTON COMPANY

Applied Direct Advertising
CLEVELAND, OHIO



MOTOR LIFE, the magazine of touring, answered letters last year from 20 per cent of its subscribers. They wrote us about their cars and touring. Show us another magazine in the automobile field that had 20 per cent of its readers write to it in the course of a year!

It's this intense interest of MOTOR LIFE'S readers in motor travel and motor cars that makes it such a valuable advertising medium, especially at the present rate of only \$300.00 a page.

MOTOR LIFE COMPANY

Publication Office, 1056 W. Van Buren Street CHICAGO, ILL.

New York Office, 25 W. 45th Street Detroit Office, 2231 Park Avenue



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Hidden Factors in the Sale

(Continued from page 6)
copy the pests in "nature's rogues'
gallery" were pilloried in print.
It aroused dealer interest to such
an extent that 20,000 broadsides
about these pests were displayed in
frearms stores throughout the
country.

1

The Brunswick-Balke-Collender Company had no trouble at all in convincing the young man that billiards is a fascinating game. But there was a real hidden factor in the sale of billiard equipment. The words "pool room" which mean in many cases places where returns are received. have had much unfavorable publicity in the press. They were continually being raided. Mother and dad didn't analyze carefully, and when Richard mentioned that he was going downtown to shoot a game of billiards, it sounded to the old folks as if he were going to the dogs. The famous campaign of this company to show that billiards was a home game has now been superseded by a big cam-paign of educational copy to mother and dad. This copy points out that billiards is a good summer game, that it is a mild form of exercise, and that "there now are thousands of high-class public billiard rooms in this country where the Brunswick equipment. wholesome surroundings and refined patronage attest the fact that billiards is a gentleman's game." The campaign shows a good way to overcome a hidden sales factor not obvious on the surface.

VI

I know of a railroad which lost the patronage of a large family on a long trip because the boy, aged eleven, insisted that they must go on the Twentieth Century. His arguments and requests were powerful enough to get his dad to change tickets. This younger generation is sometimes a powerful hidden factor.

There is one railroad in England which recognizes the power of the young boy in fixing travel routes by the logical expedient of issuing a booklet for boys. It is an explanation of the art of railroading called "The 10:30 Limited." It describes stations. locomotives, water and fuel, train lighting and heating, the vacuum brake, signal box equipment, safety appliances and other things of intense interest to the important boy factor.

VII

laundry business in certain Mid-Western city did not measure up to the population. All the advertising there had been directed to women. But there was a positive factor in the sale of more service which had not been enlisted. That was the man who, when properly reminded. thoughtful about his wife's health Thirteen laundries and comfort. just before Christmas advertised only to men, suggesting as a Christmas gift to their wives, the idea of sending clothes to the The increased happiness laundry. to his wife in the home was con-trasted with a picture of his better half with a mouthful of clothes pins hanging out clothes on a windy day. These and other suggestions increased the laundry business of the city.

Men are a hidden factor in the sales of such women's products as canned goods, labor-saving devices, floor coverings, fabrics, millinery, silverware and a score of others. The American Stove Company has found it profitable to advertise the Lorain oil stove to men in farm journals. On the other hand a company making men's cuff-links discovered that sales increased when special advertising to women was added to

the regular campaign.

Johns-Manville, Inc., advertised asbestos shingles to the woman by showing a young couple sitting in an architect's office discussing the new roof of their home.

The hidden factor may be the opposite sex. Women didn't exist in the old days, so far as the automobile was concerned until

Auc

For A Client We Want

An expert copy man versed and grounded in the fundamentals of all forms of direct mail advertising.

Must be a fluent, versatile writer and think in a straight line, added to which he must be a successful and expert correspondent capable of producing letters of real sales-building caliber. Also editorial ability.

Preferably single. Salary \$4000.

For such a man there is an opening with a nationally known advertiser in Western Massachusetts.

If you think you are the man, write us in confidence, telling us why and submit specimens of your work.

Address "W," Box 261, c/o Printers' Ink floor salesmen started to give facts about lost sales to the factory sales department.

More supplementary advertising to the other sex with special copy appeals has turned a hidden sales obstacle into a sales booster. Half the major purchases for the home are made only after joint agreement between husband and wife. To overlook either is to disregard an important hidden factor in the final sale.

VIII

Then there is the age factor in advertising. I have previously referred to the juvenile field. Dad may earn the cash which he turns over to mother, but the grownup daughter and son have a positive buying impulse. Young people and the good times of youth, looked on with kindly and reminiscent eyes by the older folks, sell automobiles, motor boats, pleasure trips, silverware, phonograph records, three-tube radio sets, wearing apparel and all sorts of other items.

I recently saw the sale of a fine set of furniture spoiled because the daughter of the house, a miss of about eighteen, hadn't been sold on the design or the maker's position in the field. When she said that she would be ashamed to bring her friends into the house if her mother bought that particular assortment, a hidden factor had come up to kill all of the best sales efforts of a manufacturer.

The power of the hidden factor in a sale which destroys the results of the best-planned efforts, emphasizes to all manufacturers the importance of thoroughly analyzing these factors in advance.

In the single sale it is a mistake to suppose that only one man or a few men have the power to decide. There are surrounding factors which must be considered.

In many sales campaigns a better investigation and market analysis in advance would have disclosed that a slight change of copy designed to appeal to both sexes, or a supplementary campaign with a different sales angle would have turned defeat or moderate success into real victory.

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LIKE ATTRACTS LIKE



In every line of human endeavor, some one name shines with a luster that illumines every other member of the craft.

And like calls to like, so that industry tends inevitably to the creation of an aristocracy, and recognizes the "leadership of the best."

That natural law operates to bring the leading American advertisers into the leading media. And it's interesting to see how many of them have also been brought to Corday & Gross for their direct advertising.

THE CORDAY & GROSS Company

CLEVELAND and NEW YORK

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4,000,000 Farmer Contacts Thru a Circulation of 2445

In 1923 A GROUP COMPRISING only $\frac{1}{6}$ of all BETTER CROPS readers made 1,363,265 visits to 659,381 farms and homes.

In the same period farmers made 3,374,761 calls to the offices of this group of BETTER CROPS readers.

With the advice and assistance of only 611 of our readers farmers purchased \$43,543,335 of supplies in the year. These facts are worthy of your investigation.

May we tell you what the other $\frac{5}{6}$ of the readers of BETTER CROPS can do for you.

You must consider this Influence Factor in all agricultural campaigns.

Better Crops

The Trade Journal of Agriculture

461 Eighth Avenue New York City

First on Every Agricultural List

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ire

ist

That sunken road at the Battle of Waterloo changed the history of Europe. Napoleon's best plans for the campaign were nullified because he didn't discover by careful scouting the hidden factor which wrecked his cavalry charge against his enemies' centre.

There are sunken roads in the form of hidden sales factors to threaten every battle for more sales. A more careful market investigation in advance would re-

veal many of them:

Industrial Advertisers to Exhibit at Annual Meeting

EXHIDIT AT ANNUAL Meeting
The annual convention of the National Industrial Advertising Association will be held at the Edgewater
Beach Hotel, Chicago, October 13 and
14. A feature of the convention will be
an industrial advertising exhibit.
Ezra W. Clark, of the Clark Tructractor Company, Buchanan, Mich.,
chairman of the exhibit committee, tells
PRINTER'S INK that the prize winning
panels of the association's exhibit at the
London advertising convention: also will London advertising convention also will be displayed. The exhibits will be divi-ded into the following classifications: advertising of manufacturers in the in-dustrial field; technical service agencies; trade and business papers; direct mail,

trade and bussness papers; direct mail, catalogues and literature; posters, bulletins and other displays.

The jury of award and the prizes offered are to be announced before the convention opens. The report of the jury will be made on the second day of the convention at which time prizes awarded exhibitors at the London convention.

vention will be presented.

C. W. Stowell with The Outlook Company

I ne Outlook Company
C. W. Stowell has been appointed
general sales manager of The Outlook
Company, Cleveland, windshield cleaners and mirrors. He was formerly field
secretary for the United States Chamber of Commerce and for the last three
years has been director of sales in the
Western States for the Electric Vacuum
Cleaner Company, Cleveland.

J. R. Connacher Joins Alfred N. Williams Agency

R. Connacher has joined the J. R Alfred York, advertising agency, as art di-rector. He formerly was with the Street Railways Advertising Company.

Exerciser Account for Ayer · Agency

The advertising account of Francis Jordan, Los Angeles, manufacturer of the Francis Jordan reducer and conditioner, has been placed with the San Francisco office of N. W. Ayer & Son.

Are You Reaching The Buyer in the Church Field?

He spends \$500,000,000 a year for Building, Remodeling, Outfitting.

How much does he give you?

Many of our Advertisers have not missed an issue for 15 years.

-0-It pays them-it will pay you.

Send for our Building Bulletin, which is sent free each month to our Adver-

The Ministers' Trade Journal The EXPOSITOR

Founded 1899

F. M. BARTON CO. Caxton Bldg. Cleveland, Ohio

Chicago New York 37 S. Wabash Ave. 17 West 42nd St.

Advertising

Free Lance or Contact Man

of high calibre, city or out of town, can make satisfactory arrangements with large, well known agency completely equipped to render an unexcelled service to clients. You can answer this advertisement without hesitancy, as all members of our organization have been advised. Your replies will be treated in strict confidence and must contain sufficient information regarding yourself to warrant an immediate appointment with one of our execu-Address "F. L.," Box 700, care of Printers' Ink.

Wanted-

Account Executive

who can write. too

We don't mind admitting that the sort of chap we want probably has a good place now. But then, AMBI-TION isn't a dead quality these daysand this is a real berth. Address D, Box 265 care of PRINTERS' INK.

A Slogan the Morticians Don't Like

NATIONAL SELECTED MORTICIANS
DES MOINES
Editor of PRINTERS' INK:
We all have our weak points, don't

wei

we's new and have our weak points, don't we's ne' ther have a bit of alleged humor, or sarcasm, or feeling, displayed at the wrong time and in the wrong place!

You would not advise any advertising man to make sport of anything that affected his bread and butter, or the virtue of the cause which he served. You would go about as far as anyone in behalf of the dignity of advertising. You would protect potential clients in very proper and sensible views which they might entertain toward the dignity of their calling, even though you might, perhaps, regard it as a bit far-fetched now and then.

All right!

On page 19 of Printers' Ink for

All right!

On page 19 of Printers' Ink for July 24, your very able writer from London is telling about some experiences on the Lancastria, going over. He says:

"One of the partners of an Ohio advertising agency on board the Lancastria, hearing many persons claim they were writers or playwrights, in order to impress the ladies of their choice, at the big dance of the trip, was heard to tell a divine dancer that he was an undertaker. But we have a fine slogan," he added. 'This is it—we whistle at our work!'"

Now, of course, this was written in

he added. This is it—we whistle at our work!"

Now, of course, this was written in a humorous vein, and the writing chap thought he was doing something rather clever. I presume he is one of your staff men, or he might have been a delegate, or he might be an advertising writer himself. At any rate, he was writing a piece for a publication which preaches, defends, and fights for advertising and advertising patronage.

There are 30,000 funeral directors in the country, good, bad, and indifferent. Perhaps they are no better or no worse than grocers, or clothiers, or butchers, or lawyers—and most of them, long ago discarded the term swdertaker, which does not mean anything. Let us make sure of that in the beginning. "Funeral director," is the commonly used term, although the word "mortical is coming into general practice among its coming into general practice among

term, although the word "mortician" is coming into general practice among the modern, alert, professional, and busness practitioners.

I suppose that out of these 30,000 funeral directors, it is safe to say that easily one-half of them use advertising in one form or another. Some merely in one form or another. Some merely confine themselves to a card in the village newspaper, but there is a commercial rate attached to it just the same. One high-grade mortician whom I know, with a great organization with the finest professional instinct and business. the finest professional instinct and business practice, serving honorably his great clientele, spends about \$30,000 a year in straight, legitimate, carefully planned advertising. He tells the story of the advance of his profession and produces as clever tising as anyone I know. In between these two extremes I have cited are scores and hundreds of members of the mortuary profession who spend thousands of dollars annually, with news-

A FEW EXHIBIT SPACES

Are Still Available in

The Washington Times

Second Annual

National Better Homes Exposition

National Capital Food Show

Washington, D.C., Nov. 8-15, 1924

MORE than 100,000 attendance last year. Greater attendance assured this year, as this will be the first big exposition in Washington's new Million Dollar City Auditorium.

THE Washington Times, which is setting the pace in FOOD LINEAGE, has the active cooperation of all grocery interests in the National Capital.

EXHIBITORS will be given cooperation they have never before received, guaranteeing actual sales and distribution of their products. The cost is surprisingly low.

WRITE FOR PROSPECTUS

THE WASHINGTON TIMES, WASHINGTON, D. C.
NATIONAL ADVERTISING REPRESENTATIVES

G. LOGAN PAYNE CO. Chicago, St. Louis Detroit, Los Angeles PAYNE, BURNS & SMITH New York Boston

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1924

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Feeding Ambition With Gold

We know of no selling opportunity in the advertising field that pays as well as that offered by the

ALEXANDER

a high-grade productive medium of Motion Picture Publicity that is easily sold on our plan to any mer-chant in small and large towns, as well as the greatest national advertiser.

advertiser.

Earnings are truly exceptional.

T. L. May, of Chicago, joined February 15th last—February comission, \$903.75; March, \$1,261.48; April, \$1,034.75; May, \$1,850.80; June, \$1,343.35.

\$25,000 a year can be made. If you have the WILL to make big money we will show you the WAY. There are quite a few good openings for the right man. It will pay you to write in about yourself and see if you can qualify.

see if you can qualify.

ALEXANDER FILM CO. 3360 S. Broadway, Denver, Colo.

CASH or ROYALTY

for Your Formula or Merchandise Idea

Among our clients is a manufacturer who needs an auxiliary line, due to seasonal nature of the one line, now manufacnature of the one line, now manufac-tured and marketed in 35 States. Some advertising and merchandising man who has long had a big idea tucked away in has long had, a big ides tucked away in the back of his head waiting capital and opportunity to "put it over" may find this an ideal chance. Products of an antisoptic, germicidal or insecticidal na-ture will fit best with present line, al-though this is not necessarily a require-ment. However, must be marketable through drug and grocery trade. We seek nothing that is already highly competitive. Must be a real idea with big merchandising possibilities. All applications will be treated with confidence and with none but honorable intentions by a Four-A agency.

SOUTHWESTERN ADVERTISING CO. Dallas, Texas

papers, trade publications, and other mediums, including direct mail, outdoor, and even some high-class screen service. These men, for the most part, have an obsession, and that is to do their work a little better than anybody elie does it, to perfect themselves in professional practices; to run the business adjunct of their calling in a scientific, economic way; to point with pride to the progress of their institutions and of their calling; and to briring to the public, constantly, a measure of dignified service that will register respect and confidence. confidence.

Now, these men are human; the joke-

Now, these men are human; the jok-ster and the punster, the alleged with the slur and the diarribe, the unkind criticism or the severe blow—all are just as hurful to the mortician as to any other human being.

These men have spent years in train-ing and service to lift their profession up out of the depths of what once may have been looked upon with a shudder or a mere toleration. They have sent their young men to school. They have perfected them in science. They have studied embalming, hygiene, chemistry, and public health measures. They have paid far more attention to psychology paid far more attention to psychology and economics than most business men and economics than most business men ra lot of professional men. They have set up places of service which, without being ornate or ostentatious, accompletely utilitarian, commodious, and attractive, enabling them to serve their clients just as well as any mercantile or professional establishment could do. They have a pride in their work. They are in every kind of civic movement. are in every kind of civic movement. They understand mankind pretty well. They are liberal in their relations with society in a philanthropic or welfare way. They have their place in the social, industrial, and economic scheme of things, and they are entitled both to dignity and understanding. I hope this brief statement may have interested you somewhat, and I wanted to give it to you while the incident was fresh in my mind, because to me it marred an otherwise interesting set of pages in a publication which I take, and

pages in a publication which I take, and read religiously.

R. H. FAXON. Executive Secretary.

New Accounts for Bissell & Land

The Newton Steel Company, Bucket town, Ohio, and the Owen Bucket Company, Cleveland, have placed their advertising accounts with Bissell & Pittsburgh, advertising Company, advertising accounts with advertising Land, Inc., Pittsburgh, advertising agency. Campaigns, which will be conducted in the fall, are being planned accounts. These plans call for the use of business-paper and directmail advertising.

Great Lakes Carrier Elects Buffalo Publisher

W. J. Conners, Jr., publisher and editor of the Buffalo Courier and the Buffalo Enquirer, has been elected senior chairman of the board of directors of the Great Lakes Transit Corporation, also of Buffalo.

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What Happened-

---When the Press Herald increased its price to 3c?

The answer is Nothing—except that for the first two or three weeks the circulation sagged from 2% to 5%. But within a month and a half after the new price went into effect, the circulation was not only back, but gaining.

All this happened without premiums; without contests; without any special inducements and without any increase in our circulation force.

A quality product will attract quality people A 50% increase in circulation price is the strongest possible test of the Press Herald's popularity and a telling testimonial to its worth.

Mr. Edward W. Bok said over his own signature, "The Press Herald is Maine's Outstanding Newspaper."

Here are seven reasons for its greater growth

- (1) Dominant Circulation (2) Equitable Adver- (5) Conservative edi-
- tising Rates torial Policy
 (3) Reader Respon- (6) No Commission
 siveness Direct
 (7) "Maine's Outstanding Newspaper"

Portland Press Herald

"Maine's Outstanding Newspaper"

National Representatives POWERS & STONE, INC.

NEW YORK BOSTON CHICAGO 1636 Acolian Hall 402 Little Building Suite \$38 First 33 West 42 Street 89 Boylston Street National Bank Bldg. Phone Longacre 9057 Phone 566 Beach Phone 8683 Dearborn

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer. Vice-President, R. W. J.A. WRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchanta Bank Building, DWIGHT H. EARLY, Manager. Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M.C. Mogensen, Manager. Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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Washington: James True
London: Thomas Russell

NEW YORK, AUGUST 21, 1924

It is not advisable Avoid for an advertiser Advertising to allow himself That Implies to become too ena Guarantee thusiastic a b o u t his product. The high quality of the product, the long service it has given satisfied buyers, and ever increasing success of manufacturer, justify him in having the greatest faith in his merchandise. But if he advertises his ardor too strongly, the public will discount his statements, or probably will lose confidence in him altogether.

Superlatives in advertising may be justified, but the trouble is that they make the copy unbelievable. If the reader does accept the statements at face value, he may then expect the product to do more than it can do in every instance.

We know an advertiser who recently had an unfortunate experience of this kind. The company makes a product of superlative merit. So good is its product that in the fifty years it has been in business, it has received only a handful of complaints. In fact the product enjoys a reputation that it cannot be broken or worn out. Because of this record, the organization recently let its enthusiasm get the best of it in one piece of advertising. At that it did no more than to state the facts, but the unexaggerated facts, themselves, were so strong that some readers of the advertisement accepted it as containing an implied guarantee.

containing an implied guarantee.

Now it happens that out of the millions of pieces of merchandise this company turns annually a few do go wrong. These cases are so few and isolated that the manufacturer never used to hear of them. In fact these buyers were satisfied. did not expect the product to give 100 per cent satisfaction. But when the advertisement with the implied guarantee came out, some of these buyers inferred that the company, itself, expected every product it manufactured to give perfect satisfaction and so guaranteed it, at least by implication. We know of one letter which the company has already received demanding that it make good on the statements in advertisement. The writer wants payment for all losses he sustained incident to the failure of the advertised product to perform satisfactorily.

The moral is obvious: Don't give an implied guarantee by getting too much enthusiasm in your advertising, either in the text or illustration.

Here is another thing to avoid: Some advertisers have a habit of giving pictorial demonstrations in their advertisements, submitting the product to a test that in ordinary usage it would not receive. In fact if many users were to put the article to this test, it would not stand up in every case.

Both of these incidents are examples of over-selling. The product will do its duty if it is not

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given a reputation that it cannot sustain. A too high reputation is a dangerous thing to advertise.

Ownership
Viewpoint
from the aggressiveness of an executive whose own money is not at stake.

Many a sales and advertising campaign suffers and a stake.

An "inside story" was revealed the other day that has considerable point for many executives as well as for others who are on their way toward executive responsibilities.

The story concerns a young man who has just been made president of his company. Before this he was sales manager, in which capacity he formulated selling policies and directed both sales and advertising.

As sales manager, with only a nominal stock interest in the company, he drove his sales campaign with single-minded aggressiveness toward one goal—increased sales. The company "bulged" in its sales department and the sales campaign frequently had to mark time until other departments caught up.

When he later became president, with a controlling stock interest, he tempered his former zeal with a better-balanced regard for other factors—production, buying, management. Result, greater sales than before.

The moral in this incident for sales and advertising managers is that it makes a lot of difference whose money is involved. It is easy to be over-zealous and ultra-progressive when spending another man's money.

Ownership is sobering and steadying. The ownership point of view is always a wonderful ingredient to mix well into sales and advertising policies.

Long-Distance
Selling
value of approximately \$2,000,000
each month. It is improbable that the promulgators of this public service ever considered its export possibilities or if so, ever hazarded an estimate that equals the present

actuality. This means of transportation is each month receiving greater patronage from exporters. For the first five months of the current year, the value of goods sold in this way to foreign countries was \$8,300,452, the Department of Commerce estimates. Starting with shipments valued at only \$1,036,500 in January, the business had grown to \$2,236,803 in May.

These figures, which are the first compiled on parcel post exports, are not complete because shipments valued at less than \$25 are not included. It is estimated that there are at least a half million such shipments each month. Figures are not compiled on exports of this class because the cost would be excessive and out of proportion to the value of the data thus collected.

Dry goods and clothing valued at \$2,110,000 accounted for 25 per cent of the entire trade during the first five months. In this classification, silk goods and silk wearing apparel came first, valued at \$1,-006,312, followed by cotton goods clothing, artificial cotton manufactures, and wool clothing. Exports of optical goods amounted to \$621,000; leather and manufactures, \$576,000; furs and manufactures, \$551,000, and jewelry and gold manufactures, \$446,000. An unusual item, artificial teeth, accounted for \$238,051. Toys totaled \$114,845; pencils, \$104,232, and needles, \$96,182.

These figures are of more than passing significance. They indicate a new day in American business. The magic which surrounded foreign sales has been reduced to everyday practice. The mysteries and impossibilities have apparently vanished so far as many American business men are concerned. Today a mail order from Johannesburg, Union of South Africa, or Batavia, Java, for a parcel post shipment causes little more excitement than a similar request from Boston or Philadelphia.

"Our Main Street manufacturers in inland towns, many of whom have never seen salt water, are sending goods abroad as nonchalantly and as expertly as their

Au

supposedly better informed rivals with every seaboard facility," declared Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, in commenting

on the new figures. "As soon as the inland producer realized that the doorway of some good foreign customer was no farther away than the nearest post office and that foreign sales can be just as easily negotiated in dollars as can domestic transactions, he has gone after foreign trade in true American style. The whole thing is a striking testimonial to American adaptability and readiness to meet new conditions and opportunities. It means if there is to be any continued uncertainty in the business situation it can be materially corrected or modified by resorting to overseas markets. The products of American farms and factories will be offered for sale on foreign shelves instead of piling up in domestic warehouses awaiting readjustments of the home market."

The most gratifying feature of this new export development in Dr. Klein's opinion, in which we heartily concur, is the fact that it proves that the American business man is viewing foreign trade in its true light—as merely long-distance selling.

When Farm
Boys Wash
Pigs' Ears
sored by people such as E. T.
Meredith and Capper, won a \$250 Ayrshire calf recently by entering a pig in a prize contest.

The pig, to begin with, was fortunate in that its parents were carefully chosen for it. Blood tells, even in the production of pork chops and breakfast bacon. The pig was carefully nurtured by its young owner and raised in accordance with all the modern rules covering the production of aristocratic pork. In fact, so zealous was the Iowa lad to win the prize that he washed the pig at regular intervals, paying particular attention to its ears. The chances are, being a boy, that he

did not wash his own ears. What boy ever does? But anyway the pig was given first place.

The humorous side of this incident does not detract from its merchandising significance. Whatever tends to elevate the quality and quantity of farm production makes for greater future purchasing power and thus means something real to the country's business.

Interesting boys in pig clubs, as is being done in Iowa, Kansas and other States, means that the farmer of tomorrow—and tomorrow will be here almost before we know it—will be able to buy more goods than does his father today.

This young man who washes pigs' ears has our sincere congratulations. Later on he will discover, of course, that such meticulous care is not necessary. But the very zeal of his early efforts will cause him automatically to adopt other efficiency methods that will give him a prominent part in building up the greater farm market that is going to be.

Any advertiser who has misgivings as to the future buying power of the farmer can look upon the doings of the pig club and be comforted.

"Certain-teed" Is "Segurantia"

in South America

The necessity in export use for the translation of American trade names to an equivalent understood by a foreign people, results in names that the home market would rarely recognize. The Certain-teed Products Corporation, New York, has made application for resistration of the trade-mark "Segurantia."

This word, Walter C. Garwick, advertising manager, informs Printers! Int, means practically the same thing as "Certain-teed" and is readily understood by the Latin races of South America to whom the company's products under this name are sold.

University to Give Course in Wholesale Management

A course in wholesale organization and management is to be given this fall at New York University. The course will deal with wholesaling from a management and executive point of view and will be conducted by H. M. Foster, who has for several years been secretary and general manager of the New York Wholesale Grocers Association.



St. Honis Globe-Democrat

N exhaustive study of a product and its market uncovers facts which are invaluable to a manufacturer.

The St. Louis Globe-Democrat found this to be true from the results of the St. Louis Newspaper Survey—probably the most thorough investigation of its kind ever made. 110,000 homes in Metropolitan St. Louis were called upon. 80,797 effective personal interviews were obtained—1 for every third home.

Among other things, a story of great interest to advertisers was uncovered. Naturally, in telling this story, the Globe-Democrat uses the same means that it recommends for others—namely, advertising.



D'ARCY ADVERTISING COMPANY ST. LOUIS

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Towle Company individuals who are readers of Printers' Ink and Printers' Ink Monthly:

NAME	TITLE	WEEKLY	MONTHLY
W. A. Kusman	Vice-Pres. and Gen. Mgr.	Yes	Yes
Mr. Pendill	Asst. to General Manager	r 66	66
Mr. Parker	Designer of Co.	66	**
Mr. Nock	Superintendent	66	66
Mr. Hardy	Treasurer	66	66
F. S. Brown	Advertising Manager	66	66
E. H. Brown	Budget Manager	66	66
John Occonell	Manager Order Dept.	66	41
Mr. Stevens	Production Manager	66	66
Mr. Abbe	Asst. Superintendent	"	

Information furnished by Towle Company

CHARGE BYGHE CO

"Your wonderful little book called PRINTERS' INK is first read by our advertising manager, who reads every word of it. Then it is passed on to the writer who reads practically all of it, but always the articles marked by the advertising man. After that, the vice-president reads it, and also if there are any articles which we think would interest anybody else in our office, the magazine is always passed on to such person for perusal.

"We have also, on a few occasions, asked your permission to reprint some of the articles in order to send them to our salesmen for their perusal.

"This about completes the travels of PRINTERS' INK in our organization—the book finally winding up in a bookcase in the advertising office."

CHURCH & DWIGHT COMPANY

C. T. CHURCH Secretary.

The Aluminum Gooking Utensil Co.

"PRINTERS' INK and PRINTERS' INK MONTHLY are read more or less regularly by twenty-eight men in our home office, and possibly as many more in branch offices. The persons reading PRINTERS' INK are all our department heads, including the accounting, credit, etc., in addition to sales department heads, sales correspondents and correspondents in our credit department."

THE ALUMINUM COOKING
UTENSIL COMPANY.

The Little Schoolmaster's Classroom

THE Tao Tea Company which has had a habit of smashing traditions ever since it started in business uses a very simple little plan to force dealers to stock its full line of packages. The School-master believes that the class will be interested in this plan because it could very easily be applied in other ways in many fields.

Originally the company put out only two packages, one tin con-taining ten balls of Tao Tea and one containing twenty balls, seemed advisable to add a fifty-ball caddy because this would allow the customer to buy less frequently and at a lower cost per ball. It would also mean that it would take longer for her to collect a lot of empty cans. The cans are goodlooking containers and many customers are not inclined to throw them away as they would the ordinary can which is broken in opening. But even with the fifty-ball caddy the customer would eventually be in the same fix in regard to empty cans, so to obviate this the company prepared a "refill" proposition of fifty balls packed in a sealed paper bag.

A customer can now buy one fifty-ball caddy and when it is empty buy a "refill" for it. In this way she can get along with the one can on her shelves. She also saves money because the "refills" are sold for a lower price than the caddy. This idea was very fine from the customers' and the company's points of view but the dealers weren't interested. They didn't want any larger stock of Tao Tea than they already had. Two sizes were enough in their opinion. So they refused to buy. Then the company figured out

Then the company figured out the simple little plan to make them buy. It placed in the bottom of the ten-ball tin the following notice: "You can save money by re-ordering Tao Tea balls in the fifty-ball handsomely lacquered Tao Tea Caddy. The caddy sells for \$1. You

save one-half cent on every ball. Then you can refill the caddy by ordering a 'refill,' a heavy ribbed white bag, glassine lined, thoroughly sealed. Refills sell for ninety cents and contain fifty Tao Tea Balls. Buying this way makes Tao Tea even more economical." A similar notice was placed in the twenty-ball tin and then in the fifty-ball caddy attention was called to the "refill."

After a short while customers began to take these notices seriously so the grocers finally began to buy. They had to.

. . .

"I can't afford it" is a pretty well-known reason for not buying seemingly high cost merchandise. It's an easy reason to give and most people who give it believe that it is true. Whenever a hundred-dollar proposition or a thousand-dollar one or anything in between is presented to the average person he immediately says and nine times out of ten thinks that he cannot afford it.

The makers of the 1900 Cataract electric washer have taken serious notice of this excuse for not buying washing machines, and in a leaflet which the company supplies to its dealers, is attempting to prove that the "can't afford it"

reason is all wrong.

This leaflet is directed to "the woman who thinks she can't afford it," and is designed to prove by actual facts and figures that she can afford it. The company figures it out this way. A Cataract washer costing \$130 would amount to \$13 a year, figuring that the washer will give ten year's service. The operating cost is put down at \$2.08 a year, and the interest on the \$130 investment at \$7.80. All of this adds up to \$22.88 a year or forty-four cents a week

The company then says that every women can afford forty-four cents a week, especially since she is saying herself physically and men11.

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Nationally advertised building materials helped sell this home

Well-known materials make houses easier to sell.

Creo-Dipt shingles, Standard plumbing fixtures, Truscon metal lath and other materials equally well known were used in this home by the realtor who built it for the same reason that Timken bearings, Delco ignition, Continental Motors and other well-known parts are used in automobiles—they provide talking points.

Realtors are salesmen. They are ready for the merchandising idea used by national advertisers in other lines. Each realtor-builder erects groups of 5 to 500 homes or apartments every year. Realtors lead the country in the size of their operations.

If yours is a quality product—if it is well known to the public—we can help you sell it to realtors.

NATIONAL REAL ESTATE JOURNAL

PORTER-BEDE-LANGTRY CORP., Publishers 139 North Clark Street :: CHICAGO, ILL.

Aug. 2

A Copy and Contact Man

With an exceptionally broad knowledge of advertising (from the plan and rough sketch thru art to the finished ad.) is looking for an opportunity for personal

expression.

He is now associated in an executive capacity with an excellent firm, and only contemplates a change to satisfy that desire to do things himself rather than oversee the work of others. He would be glad to accept a small salary from the right firm.

Address "E," Box 266, care of Printers' Ink



Los Angeles, Cal.

Gained 7,249 Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES:

H. W. Moloney, 604 Times Bidg., New York G. Logan Payne Co., 401 Tower Bidg., 6 North Michigan Ave., Chicage. A. J. Norris Hill, 710 Hearst Bidg., San

Francisco, Calif.

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

tally. This forty-four cents is translated into transactions which the average woman finds she can afford. For example, "forty-four cents will just about pay your way in to one movie; will buy you a couple of hair nets or a half pound of candy; or it will pay the entire weekly expense of owning a 1900 Cataract Washer, including interest on your investment." Another translation is this: "Four cents will not even buy a package of chewing gum, but it pays for enough electricity to do a good-size family washing." Then the company proves it another way. "If you hire a laundress," it says, "with an electric washer she will be able to do your work in less than half the usual time. Instead of merely washing for you she will have time enough left to do the ironing the same day. Or work that now requires two days can be done in one, a net saving of one day—\$2.50 each week—\$130 per year."

Many other arguments are also used by this company to prove conclusively that the "can't afford" reason for not buying is really none at all—a myth and an illusion. The same arguments can be applied to almost any article of commerce. The thing is to get dealers and their clerks to understand them and use them with their customers. The Cataract leaflet plan is one way of doing this.

* * *

It is to the credit of business in general that so many codes of ethics and standards of practice have been and are being adopted by whole industries of their own volition. The swing toward selfregulation indicates self-respect. It represents a desire for fair trade relations based on equitable standards which are uniform in their application and broad in their scope. Observed and enforced, these codes and standards are vital things. It is an error to dwarf them or to push them into the background for minor considerations.

Of course every industry has its zealots, its little groups of serious

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SOMETHING ENTIRELY NEW IN COATED PAPERS

HIS new member of the famous family of Foldwell Coated Papers is divided half and half between a white and a tint. The white and tint on one side backs up the tint and white respectively on the other.

Note the difference between Foldwell Split-Color and "two color" papers as produced heretofore. This is a split color sheet which makes possible for the first time a work-and-turn form—producing a finished piece with color stock one side and white the other.

Send for Printed Specimen

We will gladly send samples, a printed specimen and information as to weights and colors, on request

CHICAGO PAPER COMPANY · Manufacturers
801 SOUTH WELLS STREET · CHICAGO

NATIONALLY DISTRIBUTED

Aug.

MAILING LISTS

of Guaranteed Accuracy for Every Business Adv. Manufacturer. Agency. Wholesaler, Retailer, Investments.

TOBIN ADDRESSING COMPANY

426 Walnut St., Philadelphia

TWICE A WEEK BOYS put Shopping News into 200,000 homes in greater Cleveland and towns within a thirtymile radius

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

CLEVELAND SHOPPING NEWS

626 Huron Road Cleveland

THE HOTEL BULLETIN

A monthly hotel magazine with national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

PETROLEUM AGE

is the fastest-growing journal for oil men.
Its circulation is confined to operating, engineering and buying escentives.
Its advertising rates enable you to make a strong campaign at moderates cost.

Vol. 13-PETROLEUM AGE-1924

Published Semi-Monthly at 28 East Jackson Boulevard, Chica New York City: 56 W. 45th Stre

thinkers, who are never so happy as when they are mounting their rockinghorses to charge wind-Pass the stirrup cups around and give them their lances. They are ready for a full-blown crusade. As soon as an industry has decided to clean house a bit they want to throw all the solid food in the kitchen and replace it with sugary stuff. French pastry words and phrases covered with frosting are their passion.

To call a newspaper man a "journalist" is to tinge the remark with the flavor of raspberry. Someone made an effort a few years ago to turn plumbers-as if they needed additional dignityinto sanitary engineers. A vacuum cleaner manufacturer tried to gather bay leaves for his salesmen by advertising them as household cleaning engineers, but there was a little too much saccharine in that.

One of the big manufacturers of taxicabs is in the saddle against the word "taxi." "When you refer to this arm of transportation as a 'taxi,'" he says, "you are speaking of that portion of it that is still in the mud. . . . When you speak of your business, call it the cab business, call your vehicles cabs, not 'taxis,' and your men cab drivers. Cab gives the business a dignity, a responsibility and a sureness that the word 'taxi' through long unfortunate association does not."

The Schoolmaster confesses to surprise. He never realized until

Lumber Manufacturers, Woodworking Plants and Building Material Dealers use the CHICAGO Est. 1873

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YEAR by year, and every year; the agricultural production of Western Canada continues to increase.

The prospects for the harvest, and for late summer and fall trade, are very good indeed.

Business conditions are now on a more sound fundamental basis than at any time in recent years.

This is a good time to revitalize sales and advertising efforts in Western Canada.

THE FREE PRESS

(Morning and Evening, except Sunday)

Western Canada's leading Daily Newspaper

FREE PRESS PRAIRIE FARMER

(Weekly)

Western Canada's leading rural publication

WINNIPEG

Represented in U.S.A. by
HENRY de CLERQUE, INCORPORATED
NEW YORK CHICAGO SAN FRANCISCO
LOS ANGELES SEATTLE

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Another Real Salesman of Printing Wanted

We have an opening for another real printing salesman in Boston.

We want a man who now controls a good volume of business by reason of his knowledge of printing and his usefulness to his customers, and who, backed by our organization and a medium-size plant producing advertising literature and advertising composition of finest quality, can create a great deal more.

Address "A," Box 262, care of Printers' Ink.

An Opportunity For A Manufacturer With National Distribution

Owner of patents on a new and inexpensive

FIRELESS COOKER

desires same marketed on a royalty basis. Fully tested and approved by authorities on cooking. Useful as an electric or non-electric cooker.

For further particulars address "Cooker," Box 260, Printers' Ink.

Do You Know a Young Man About 25 Years Old

who has been trained in newspaper work well enough so that he could assist in the production of publicity material, and who has had experience in the preparation of sales promotion literature?

He is needed in the Advertising Department of a concern near New York rated among the foremost national advertisers.

The figure isn't big—yet there is an opportunity for the man who makes good. Address "J.," Box 260, Printers' Ink. now that there was anything unsavory about the word "taxi." It has impressed him as being modern, descriptive and rather interesting if not very important. In his mind the word "cab" connoted the unsavory days. All that, however, is beside the point. What is really important is the realization that dignity is not often a matter of words or titles. If an industry or a trade deserves dignity, it gets it. The taxicab men have a national association and a fine code of ethics to shoot at. The dangers that threaten their business if the word "taxi" persists are what one of the Schoolmaster's schoolmasters used to call "pusillanimous minutiae."

The Schoolmaster presents the following advertisement of Rogers Peet Company as the almost perfect amende honorable:

A ZOOLOGICAL APOLOGY

"The other day we advertised our ten-dollar tennis rackets, and with almost the playfulness of a spring lamb, we spoke of them as 'strung with the co-operation of Mr. Armour's better lambs.'

"Through the vigilance of the U. S. Lawn Tennis Association, it now develops that we were misinformed by the old reliable maker of the rackets.

"It was Mr. Armour all right, but his hogs, not his lambs, that lent their co-operation.

"Of course, the humble hog ranks much lower in the Tennis World than the playful and bouncing lamb, and his innards are really much less to be desired.

"We apologize to our friends for the mistake, and hope that everyone who bought one of these rackets believing that the stringing was lamb, will bring it back whether any of the strings are left

"We thank the Tennis Associa-

LETTERING and DECORATION

313 W. 28 RALPH E. DEININGER LACKNA
SEW YORK ADVERTISING DESTESSER 4.7 8.9

Until Bopt. 8th, Address Mr. Deininger at Diamond Point, Lake George, N. Y.

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tion for putting us wise, and can only add that some of us here will be shaken for some time out of any lamb-like innocence in believing what we are told.

"The ten-dollar 'Driver' racket was a first-class value for ten dollars even though there was no lamb about it. Now we're having them all restrung with lamb's gut, and the price will still be ten dollars.

Almost every honest advertiser at some time or other unknowingly misrepresents some article of merchandise in his advertising. The usual custom is to run a few lines mentioning the misrepresentation and an offer of money back. Schoolmaster feels Rogers Peet has gone quite a few steps further and has made the apology a good advertisement.

Advertising Warns Public of Danger after Tornado

recently struck Des The wind, reaching a tornado A tornado recently struck Les Moines, Iowa. The wind, reaching a terrific velocity, swept down on the city, uprooting trees, unroofing houses and wrecking telephone and electric lines. Among the concerns whose property suffered great damage was the Des Moines Electric Company. But even more serious was the danger to income the popel of fallen wires.

Newspaper advertisements immediately appeared warning neople not to touch

by appeared warning people not to touch or attempt to pick up any wires. This undoubtedly prevented serious accidents.

F. H. Hahn to Join Percy Gardner Corporation

Frederick H. Hahn, who is with the New York office of the Curtis Publish-ing Company, has resigned to become secretary of the Percy Gardner Cor-poration, Newark, N. J., manufacturer of narrow fabrics. He will take up his new duties on September 1.

New Accounts for Eastman & Company

The Sheet Steel Products Company, Michigan City, Ind., builders of Durabilt steel cabs for motor trucks, and the James B. Berry's Sons Company, petroleum products, have placed their adversing accounts with Eastman & Company, Chicago, advertising agency.

SALES-PLANS Advertising Campaigns Sales-Promotion Literature

Sales-Fromotion: Literature originated, prepared and operated—sales and advertising departments organized—salesmen trained—by high-grade organization of Sales Managers and Publicity Men of international reputation in successful marketing of varied commodities and specialties, through trade channels and by mail-order. Creative sales and publicity work in English, French, Spanish, Italian and German—throughout the United States, Canada, Europe and South Linde States, Canada, Europe and South Canada, Pales on Cartinasal Service—on contract prices of the Cartinasal Service—on contract prices and credentials.

Leomis-Cornut and Associates Incorporated Suite 1011, 25 West 44th Street, N. Y. C.

ADVERTISING AND SALES EXECUTIVE

Twelve years' experience in sales and as advertising manager of national concerns; well acquainted with media concerns; well acquainted with media and all branches of advertising; good copy writer; broad knowledge of sales promotion and advertising; knows building and automotive fields (manufacturer, dealer, consumer); agency experience one year; successful record; looking for executive position with manufacturer or agency; New York City or vicinity preferred; aged 38, married. "C," Box 264, Printers' Ink.

To a Manufacturer Interested in Selling to England

Advertiser shortly returning to England desires to connect with a concern manufacturing a line England desires to connect with a concern manufacturing a line possessing selling possibilities for the country, with a view to securing the Sales Agency. To such the efforts of an efficient selling organization are offered. A preliminary investigation, together with a tryout of the market, could be undertaken, which need entail no expense whatever to the manufacturer. whatever to the manufacturer.

"B," Box 263, Printers' Ink

STATIONERY BOXES

TAGS OF ALL KINDS

FOR PRINTERS

CAMPBELL BOX & TAG CO. SOUTH BEND, INDIANA

LDING SUPPLY-NEWS CHICAGO EAGERLY READ WEEKLY BY 5000 DEALERS

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

New England Advertising Representative wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Subscription Solicitors—Old established trade paper has an attractive proposition for men calling on engineers in industrial plants (shoe factories, automobile factories, etc.), Box 400, Printers' Ink.

Subscription Solicitors—Men handling hardware papers can add a non-competing trade paper to their line by consulting advertiser. This journal is over 25 years old and a leader in its field. Box 401, Printers' Ink.

Experienced and successful advertising representative seeks interview with farm, general or woman's magazine publishers having no or unsatisfactory representation in Boston and vicinity. Box 421, P. I.

SALES AGENCY FOR PACIFIC COAST

Sales representative, successful record, Now in the East, returning shortly to Coast. Prefer established specialty or commodity suitable for automotive supply dealers or contractors and builders. Box 397, P. I.

One of the best-known advertising men in America having established successful service and direct-mail agency in Chicago seeks experienced versatile copy writer as active partner. In reply give experience and capital available. Interview arranged. Box 416, Printers' Ink.

TRADE PAPER OPPORTUNITY
I want a man of ordinary ability, lots of
energy and some money to help me make
a bigger paper out of one that in past
year has jumped into the lead in its field
in both circulation and prestige. Substantial interest for \$10,000. Incorporated, published in Chicago and has national circulation. Address Box 409, P. I.

HELP WANTED

Advertising salesman and sales director for established monthly in a basic industry. Experience and record of achievements essential. Headquarters in Boston, but work would be largely in New York. Must buy quarter interest for about \$3,500. Box 405, Printers' Ink.

Advertising Salesman — Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Fashion Writer—Artist. Spare time. Wanted, experienced woman, located in New York or Boston, who can edit small out-of-town monthly fashion magazine in spare time, and at reasonable cost. Also artist who can make sketches, designs and layouts. Please give experience fully. Replies confidential, of course, Box 414, Printers' Ink.

COPY MAN wanted by growing Florida agency. Must be young, able writer who can plan campaigns and follow them through. Company is recognized and exceptionally well financed. President will interview good applicants in New York and Chicago. Full information and 'phone number to C. C. Carr Advertising Agency, St. Petersburg, Florida.

ADVERTISING AND SALES PROMOTION MANAGER

High-grade woman's specialty shop in a large Middle East town. An applicant must have education, culture and background of metropolitan experience. Box 398, P. I.

Copy Writer Wanted

Good opportunity in growing agency for man thoroughly experienced in preparation of general and directmail advertising. Some experience on mail-order accounts desirable.

Starting salary might be considered 'moderate'—but right man is certain of advancement. Location few hundred miles south of New York. Write fully about self and experience and advise salary willing to start on.

Box 420, Printers' Ink.

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POSITIONS WANTED

Advertising Salesman-Aggressive; high advertising batterising agents, space buyers; years of experience, Eastern territory. Desires new connection. Available Sept. 15th. Box 411, Printers' Ink.

ADVERTISING MAN

(broad experience) seeks whole or part-time engagement promoting sales for manufacturers. Produced noteworthy results. Box 408, Printers' Ink.

ARTIST

capable at lettering and general art work, wishes connection with commercial studio or agency. Box 403, Printers' Ink.

Art Director and Visualizer, experienced in national campaigns, seeks connection with agency in New York City. Box 396, P. I.

FREE LANCE WRITER

For 8 years copy chief big N. Y. agencies. Box 399, P. I.

Sales and Advertising Man—Age 26, now managing sales-advertising depart-ment of manufacturer, previously assistant advertising manager large national organization. For details write Box organization. For 413, Printers' Ink.

ART MANAGER—Prolific in illustration ideas, fine sense of balance, harmony, beauty in layout, New York's biggest agency experience, creating complete national campaigns, spending \$100,000 to a million yearly. Box 407, Printers' Ink.

Advertising Bolicitor Open for Posi-tion—Experienced on Class and Trade Journals, five years. Young, enthusiastic, aggressive. Familiar with all territory East of Mississippi. Will consider mod-erate salary until worth is proved. Box 410, Printers' Ink.

Advertising Man

30; five years' experience; now in charge of supervising newspaper and trade-paper insertion; dealers' service ordering en-gravings and printing. Production work preferred. Box 412, Printers' Ink.

EDITOR-WRITER

EDITOR-WRITER

Extensive experience in trade and business magazine field wants to make change September 1. Successful record, best references, 31 years old, college education. Experienced buyer of printing and engraving. Has written feature articles for prominent magazines on business methods. Box 406, Printers' Ink.

A BUSINESS BUILDER

Capable young advertising and sales executive with a 7 year record of result bringing efforts. Now employed but an unsatisfactory future makes a change desirable. A high-grade firm willing to reward substantially for a top-notch producer will find him a decided asset. Box 402, Printers' Ink, Chicago office.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LOG. SPRINGFIELD, MASS.

FOREMAN with fifteen years' experience in handling all kinds of hand and machine job, book and magazine compostiton, at present employed in large Eastern plant, desires change. Eastern States or Middle West preferred, Address Box 395, Printers' Ink.

Unusually Capable Man

Versatile direct-mail specialist—agency, publishing and technical experience—successful visualizer, effective copy writer, valuable contact man. Prefers difficult position with opportunity and incentive. Box 404, Printers' Ink.

Advertising Salesman—Broad, varied experience; successful record; wide acquaintance, New York and Eastern accounts generally and agencies; open for permanent engagement on recognized publication; highest references; letters confidential. Box 415, Printers' Ink.

ADVERTISING PRODUCTION MAN

A1 all-around man; thorough shop training, 5 years as layout and production man in studio and large printing plant; 3 years directing agency production; good typographer and letterer; presently employed. Box 419, Printers' Ink.

AGENCY MANAGER - COPY CHIEF ADVERTISING and SALES MANAGER

just completing big enterprise desires immediate connection. Wide experience (U. S. and foreign) in general agency, service, factory, mail order and commercial work, Initial salary reasonable under satisfactory conditions. "V. T.," Box 417, Printers' Ink.

SALESMAN

Five years with National Advertiser merchandising dealer display and direct material in addition to selling product. Past two and one-half years with lithographic house in Middle West producing high-grade display material. Opened New York office for this house in January. Am qualified and open for immediate connection with concern producing quality display material or direct advertising or for special work in merchandising with National Advertiser. Can produce results for house offering proper support. Box 418, Printers' Ink.

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The Buying BOSTON

J UST as bank clearances are an unfailing barometer of business, so is bank advertising a reliable guide to the purchasing power of a newspaper's readers.

The most valuable medium for your message is that newspaper whose subscribers have the financial ability to respond to your appeal. And in Boston that paper is the Herald-Traveler.

Year after year the Herald-Traveler carries more lines of financial advertising than any other Boston daily. Many financial advertisers use it exclusively. Month in and month out, the Herald-Traveler goes into the homes and offices of buying Boston, influencing a vast market that no other Boston newspaper covers.

"The Road to Boston" and "Mistress Boston Goes to School" are two valuable booklets that should be in the hands of every thoughtful advertiser who looks toward this great market. They explain in detail the reasons for Boston's peculiar advertising problems. They will show you clearly how to make your Boston campaign pay as it should.

Both booklets will be sent you, gratis, upon request on your business stationery.



BOSTON HERALD-TRAVELER

The Chicago Tribune— 36,682 letters received from readers in July—

Tribune Advertisers—

211,990 letters

received in reply to
box-number Want Ads

IF box-number Want Ads alone produce such an enormous response, try to imagine the tremendous stimulus to business given by Chicago Tribune display advertising. The Tribune sells more millines of advertising than any other publication on earth only because it makes money for advertisers.

The Chicago Tribune